

Indoor Outdoor Lifestyles • Close To Home
And Loving It • Cover Story On Page 2

May 5, 1974

the Hecht co *Leisure Living Sale*



SPECIAL FEATURE—14 PAGES OF
WHITE SALE SAVINGS
AN ADVERTISING SUPPLEMENT TO THE WASHINGTON STAR, MAY 5, 1974



Cover story: Save 25.35! 7-pc. cookware by National Silver Co. Porcelain with steel core, chip-proof stainless steel rims, sturdy bakelite handles, knobs. Red, brown and green. 1A. Includes 1½-qt. covered saucepan, 2-qt. covered saucepan, 4½-qt. covered saucepot, 9½" open skillet. O.S.V. 65.80.....**39.95** 1B. 6-pc. canister set.....**9.95**

the hecht co.—housewares

Shafford "Herbs & Spices"
porcelain giftware, oven and dishwasher safe.

2A. Coffeepot**12.50**
2B. Footed mugs,
set of 4**\$10**

2B1. Demitasse set,
4 cups, saucers**7.50**
2C. Snack set, 4 plates,
4 cups**\$15**
2D. Lasagna dish**17.50**
2E. Creamer and sugar...**\$10**
2F. Cake plate**12.50**

2G. 1½-qt. soufflé**7.50**
2H. Au gratin dish**7.50**
2J. Ramekins, set of 4, **7.50**
2K. Covered 3½-qt.
casserole**22.50**
2L. 2-qt. casserole**\$17**
2M. Egg coddler ... each **\$5**



Savings on Johnson Bros. stoneware. 20-piece sets, 4 each: dinner plates, cups, saucers, bread/butters, soup bowls. In 5 patterns: "Hearts and Flowers," "Sheraton," "Old English Countryside," "Bradbury Pink," "Bradbury Blue."

"Hearts & Flowers"
or "Sheraton."

"Old English Countryside,"
"Bradbury Pink," "Bradbury Blue."

	reg.	sale		reg.	sale
2N. 20-piece set ...	\$35	26.99	2N1. 20-piece set ...	\$30	24.99
2P. Sugar	9.95	7.98	2P1. Sugar	8.70	6.96
2Q. Creamer	5.95	4.76	2Q1. Creamer	4.95	3.98
2R. Small platter..	7.20	5.76	2R1. Small platter ...	6.20	4.96
2S. Rd. vegetable, 6.20		4.96	2S1. Round vegetable, 5.65		4.52

the hecht co.—china



"Old English
Countryside"

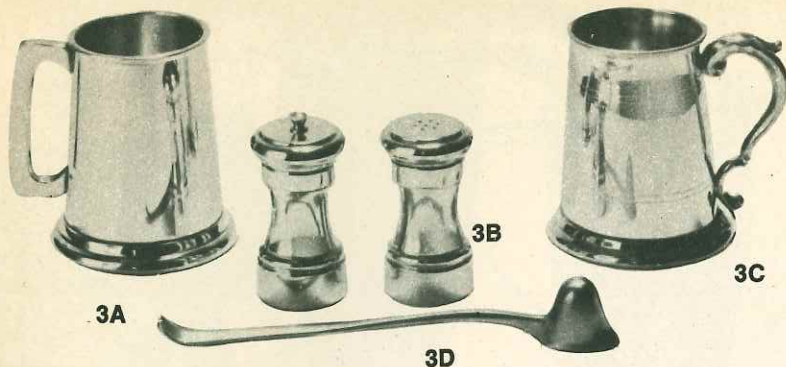
"Bradbury Pink"

"Bradbury Blue"

"Sheraton"

the hecht co.—china





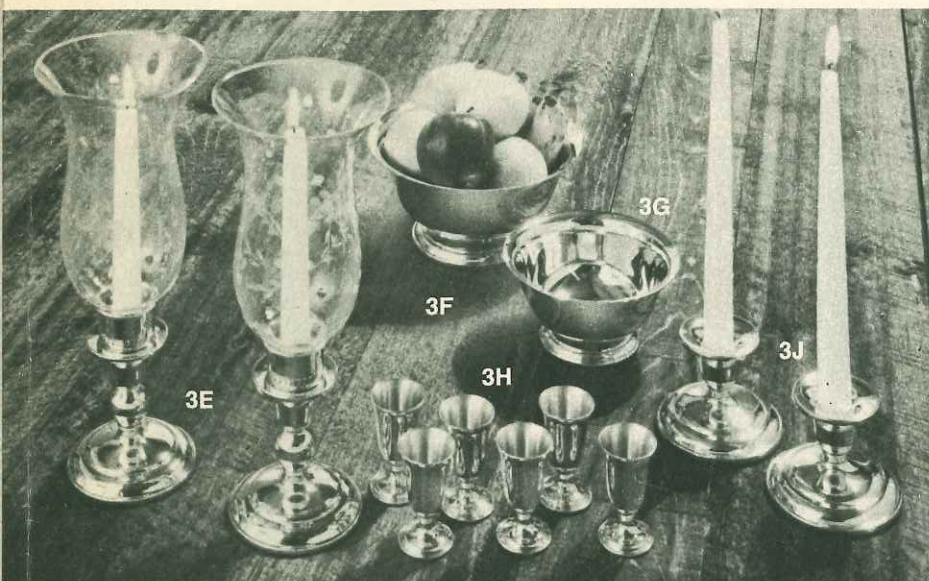
Save on lustrous pewter holloware by Leonard Silver.

- 3A. Glass bottom mug\$10
- 3B. Salt & pepper mills ...\$15
- 3C. Georgian-type mug ...\$15
- 3D. Candle snuffer\$8

Distinctive Revere pewter is always the perfect gift.

- 3E. Hurricane lamps ...pr. \$45
- 3F. 6" Paul Revere bowl ...\$16
- 3G. 8" Paul Revere bowl ...\$22
- 3H. 6 cordials, gift box\$30
- 3J. Candlestickspr. \$25

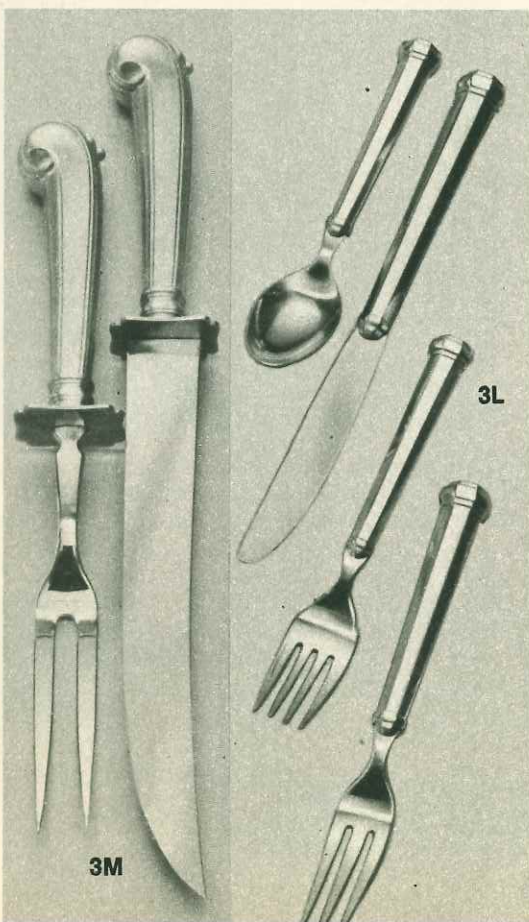
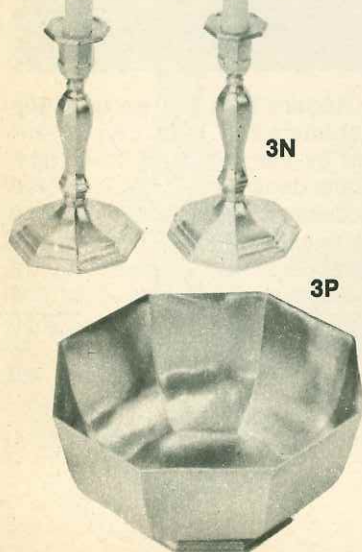
3K. Exclusively ours! Pewter kit from International Silver Co. The handcrafts are enjoying a revival...and this is the most exciting yet! At a nominal price you can recreate the mellow beauty of Early American pewter pieces. Kit with complete instructions has hammers, molds, blanks plus information on how to order replacements. Add a last buff with the polishing pad for a professional-looking job. Ages ten to adult\$19.95

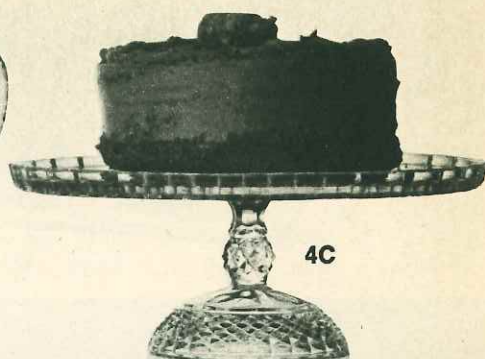
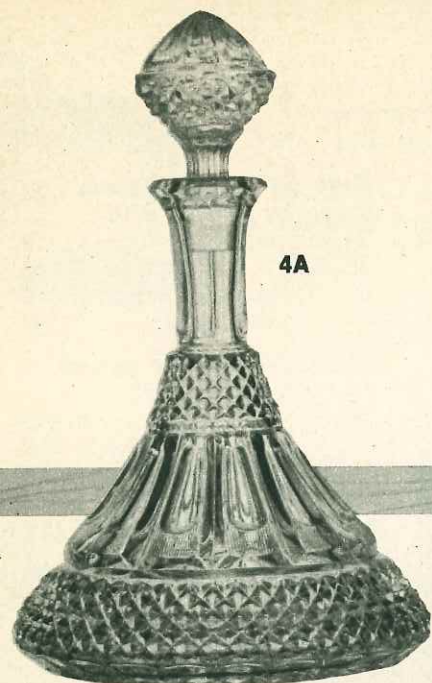


Gorham "Octette" pewter flatware features classic, 8-sided hollow handles, stainless satin finished bowls, tines and blades. Super value, dishwasher safe.

- 3L. 4-pc. place setting\$30
- Matching decorative pieces:
- 3M. Carving set with pistol-grip handles, gift-boxed\$29.95
- 3N. 7" candlestickspr. \$50
- 3P. 8" octagonal bowl\$30

the hecht co.—silver





gifts at sparkling savings



Quality and value—yours in glistening Royal Ascot lead crystal tableware from National Silver Co.

- 4A. Decanter **24.99**
- 4B. Beautifully cut pitcher **24.99**
- 4C. Pedestal cake plate **24.99**
- 4D. Footed candy box **24.99**
- 4E. Vase **24.99**
- 4F. Pedestal bowl **24.99**
- 4G. Captain's decanter **24.99**

F. B. Rogers sets the party scene with shimmering lead crystal enhanced by the twinkle of silverplate.

- 4H. Claret decanter **\$20**
- 4J. Pedestal cake plate **17.50**
- 4K. Party pail packs ice, snacks, etc. Lovely silver rim and handle. **\$12**
- 4L. Divided sauce dish **\$11**
- 4M. Mint dish **6.50**
- 4N. 3-pc. salad set **\$8**
- 4P. Sectioned chip and dip bowl, **\$25**

the hecht co.—glassware, silver



Sensational 25% savings on silverplate by Towle Silversmiths.

5A. 25% off on Chippendale trays.

	reg.	sale
10" tray	19.50	14.63
12" tray	24.50	18.38
14" tray	32.50	24.38
16" tray	42.50	31.88

25% off on "Old Master" embossed hollowware favorites.

5B. Sauce bowl on stand.....22.50 **16.88**

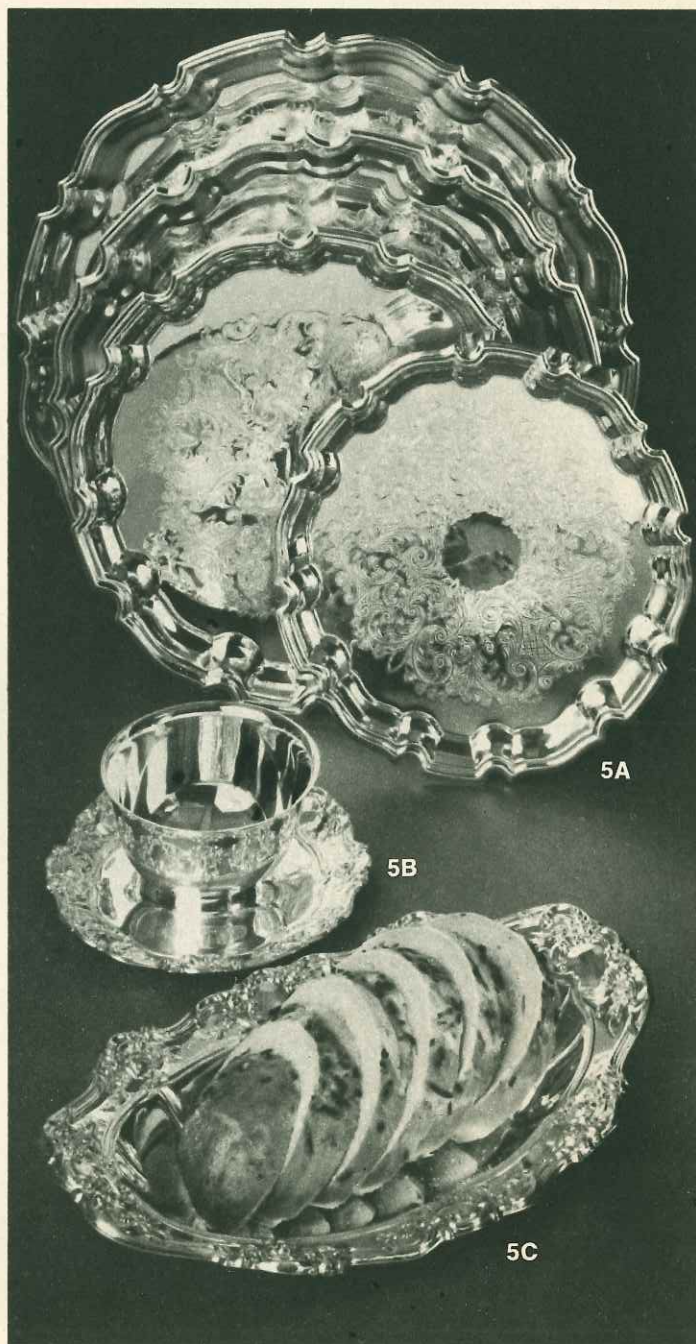
5C. Bread tray\$25 **18.75**

5D. Bonbon dish13.25 **9.94**

5E. Wine coaster\$20 **\$15**

the hecht co.—silver

Save time—Save Energy
to order anytime phone
737-7500
outside Washington area
dial our toll free code
800-424-9205



May 5, 1974

56-piece set only 18.88

service for eight

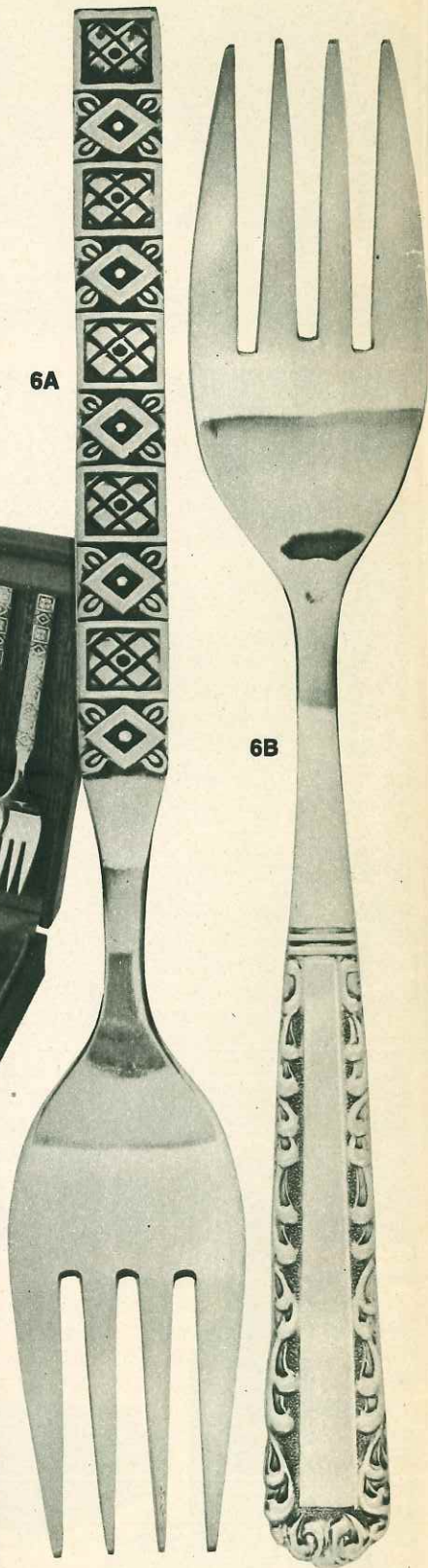
Special purchase! Heavy stainless steel flatware by Northland in 56-pc. service for 8 with 8 each: dinner knives, forks, salad forks, soup spoons, tall drink spoons. PLUS deluxe 8-pc. hostess set: 3 serving spoons, butter knife, gravy ladle, sugar spoon, cold meat fork and pierced tablespoon.

- 6A. Vegas, service for 8 **18.88**
- 6A1. Vegas, 80-piece service for 12 **23.88**
- 6B. Surf Club, service for 8 **18.88**
- 6B1. Surf Club, 80-piece service for 12 **23.88**
- 6C. Handsome flatware chest **\$15**

the hecht co.—housewares



Deluxe Hostess Set



WHITE SALE

7A. Save, and enjoy permanent press beauty with soil release in machine wash 'n dry Dacron® polyester/linen tablecloth. Gold, avocado, beige, yellow or white.

size	reg.	sale
52x70"	\$10	8.99
60x84" oblong or oval	\$16	13.99
60x102" oblong or oval	\$20	15.99
72" round	\$20	15.99
Napkins	1.35	1.09

the hecht co.—table linens



7A



7B



7C

7B. Surety linen-look vinyl cloth.

Moss, yellow, white, beige, blue, brn.

size	reg.	sale
52x70" oblong, oval	6.50	5.49
60x90" obl., oval, 68" rd. . .	\$11	8.99
60x108" oblong, oval	\$13	10.99
Napkins	1.35	99c

7C. Surety "Country Flowers." In vinyl.

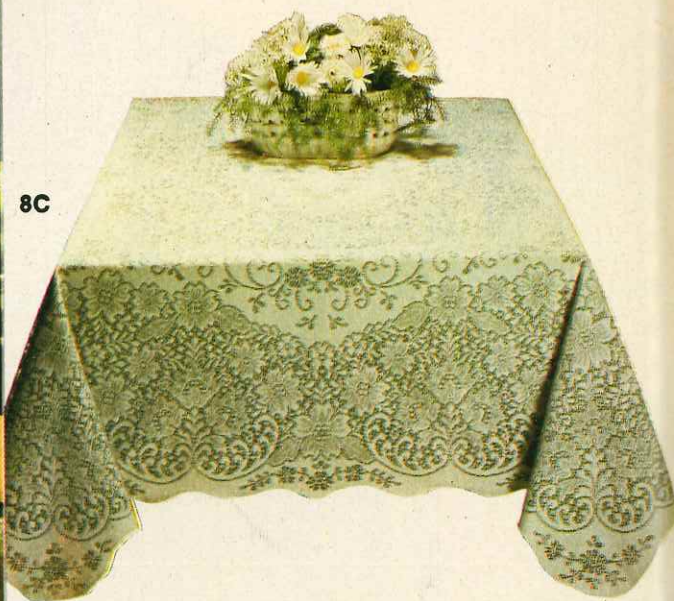
Green, yellow, brown.

size	reg.	sale
52x52"	4.50	3.49
52x70" oblong or oval . . .	6.50	5.49
52x90" oblong or 60" round . .	\$9	7.49
Napkins	1.35	99c

7D. Save! Custom table pads. Call 737-7500 for a no-obligation estimate.



7D



WHITE SALE

8A. Save up to \$9 on "Arbor" tablecloth by Grossman and Weissman. Of Trevira® polyester/Avril® rayon in pistachio green, white, gold, red, parchment or yellow. 52x70", 60x90" oblong or oval, 60x104" oblong or oval, 70" round. Comp. \$14-\$22..... **12.99**
Napkin. Comp. 1.35 **.99c**

Stunning Surety tablecloths of perma press cotton and Dacron® polyester are machine wash and dry; have soil release feature. All sizes available in 2 patterns: 8B. "Contessa" in tone on tone; 8C. "Canterbury" in white, ecru.

	reg.	sale
size		
60x90" oblong or oval	\$18	15.99
68x108" oblong or oval	\$22	18.99
68x126"	\$26	22.99
68" round	\$18	15.99

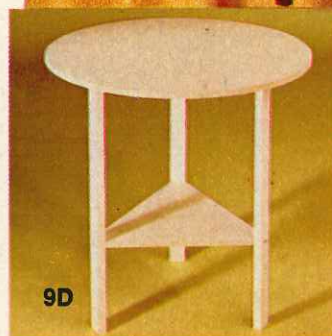
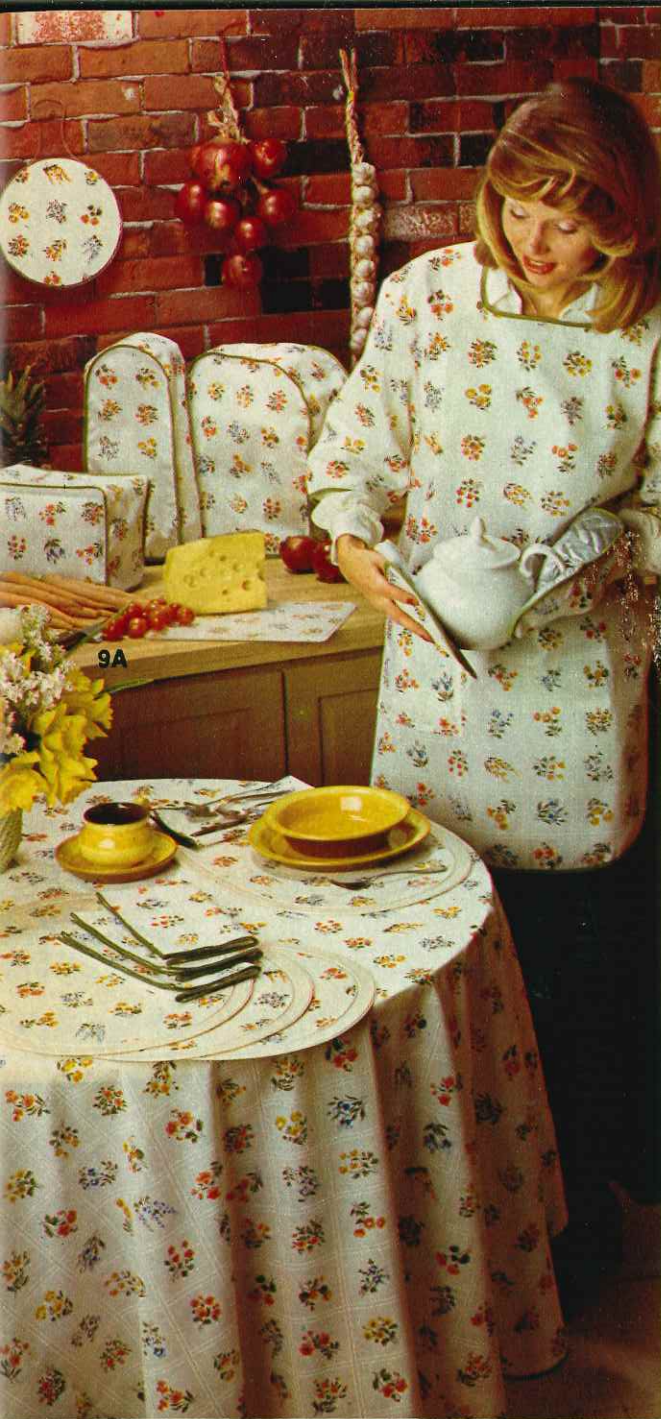


table topics: colors and savings

9A. Save on sophisticated country-look ensemble in Petit Fleur motif by Ross Matthai. Shown, 100% cotton.

Tablecloths	reg.	sale
52x52"	\$10	8.99
52x70" oval or oblong	\$14	12.99
72" round	\$18	15.99
60x90"	\$20	17.99
90" round	\$26	23.99
Napkins, each	1.75	1.49
Placemats, each	2.25	1.99

Matching accessories available.

Big sale savings on decorator rounds in 100% cotton from Reed Handcrafts.

9B. Mini-maxi dot; accessories reverse from mini dot to maxi dot. Brown, green, gold.	reg.	sale
70" round	\$20	15.99
90" round	\$30	23.99
9C. Pippin with matching accessories that reverse from stripes to stars. Red, gold or blue.	reg.	sale
70" round	\$25	20.99
90" round	\$35	29.99

9D. Holds up to 200 lbs.—all wood, decorator table, 70" round, **\$15**; 90" round, **\$21**

10A. Save 16.25! Rudy Stanish recommends Club 10-pc. heavy gauge, polished aluminum cookware with Sunray interior for "waterless" cooking. Incl. 1-, 2-, 3-qt. saucepans, 10" open fry pan, 4½-qt. Dutch oven, 8½" Rudy Stanish omelet pan, cookbook, Sweet chocolate, harvest gold, poppy.

Open stock value 81.20. **64.95**

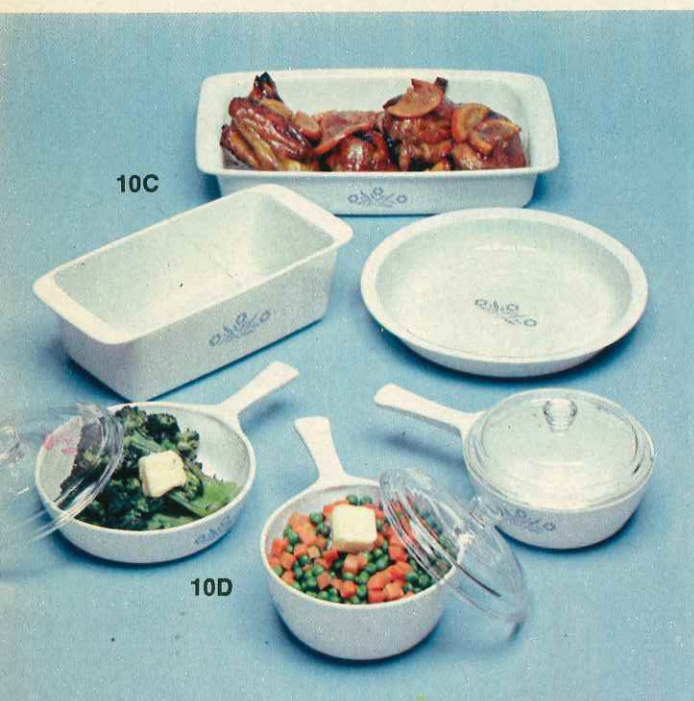
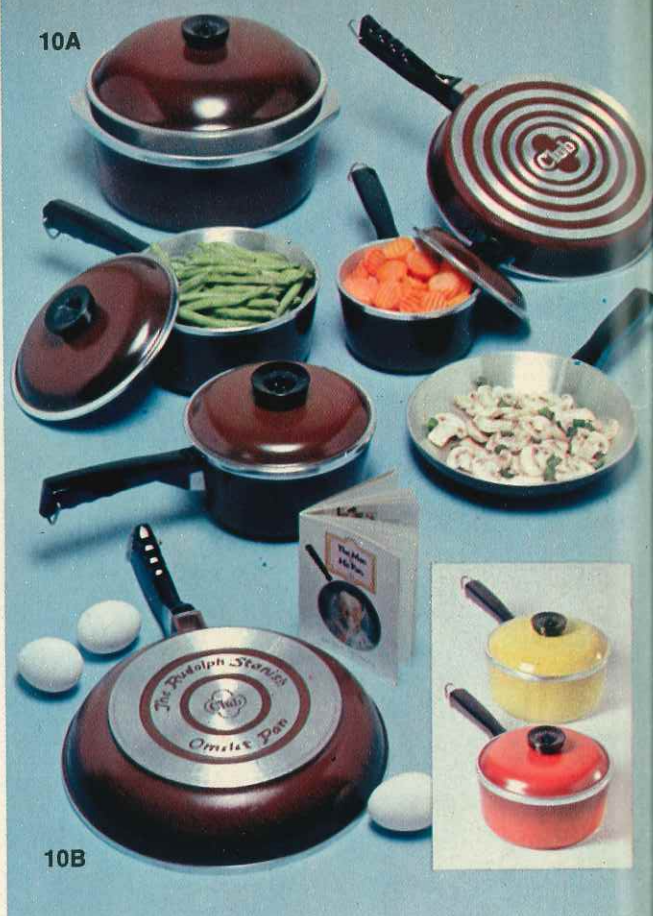
10B, 10" omelet pan. Reg. 12.95. **9.95**

Just 9.88 gets you either Corning Ware® cook-serve-store set, in cornflower pattern.

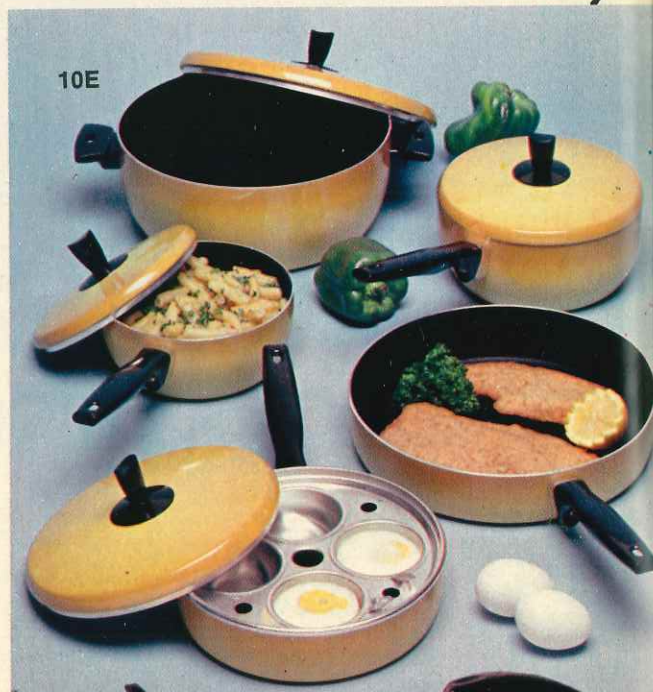
10C. Save 3.51! Bakeware set: 9" pie plate, 2-qt. leaf dish, 8" sq. cake dish.

Open stock value 13.39. **9.88**

10D. Menuette set: save 1.09! 1-pt. cov. saucepan, 1½-pt. cov. saucepan, 6½" cov. skillet. Open stock value 10.97. **9.88**



mmm...tasty



10E. Save 10.07! 10-pc. Bounty cookware set in even-heating, heavy-duty aluminum with fired-on porcelain exterior; DuPont Teflon II® no-stick interior. 1½-, 2-qt. saucepans, 5-qt. Dutch oven, 8", 10" open skillets, plus egg poacher, cups. Harvest gold, poppy.

Open stock value 34.95. **24.88**

10F. Save 9.96! "Fruit Festival", 7-pc. set made in France by Holt-Howard, in porcelainized steel. 1½-, 2½-qt. cov. saucepans, 3-qt. cov. casserole, 9" fry pan (uses casserole cover.) Reg. 49.95. **39.99**

10G. 2-qt. teakettle. **\$20**

the hecht co.—housewares

10F.



10G

11A. Save 23.93! Farberware® 13-piece stainless steel cookware boasts aluminum clad bottoms for even heat spread and great cooking. Includes 1-, 2-qt. covered saucepans, 3-qt. cov. saucepan with double boiler insert, 4-qt. cov. saucepot, 7½", 10" open fry pans. Open stock value 103.92, **79.99**

11A1. 1-qt. saucepan.
Reg. 7.99 **5.99**

11A2. Save 23.92! 16-pc. cookware set. Open stock value 123.91 **99.99**

11A3. Save 8.97! 7-pc. gift set. Open stock value 53.96 **44.99**



savings! we've cooked up a sale

11B. Save 36%! Ekco Flint stainless steel cookware in a 15-pc. set. Featuring self-basting covers with vapor seal rims. Triple wall construction for even heating, and a 15-year guarantee. Set: 1-, 1½-qt. cov. saucepans, 2-qt. double boiler has casserole inset, 3-qt. covered saucepan, 4½-qt. saucepot, 8-qt. covered saucepot, 7", 9½" open skillets. Open stock value 110.15, **69.99**

11C. 10-qt. saucepot.
Reg. 21.95 **17.99**

11D. 12-qt. saucepot.
Reg. 24.95 **19.99**

the hecht co.—housewares



the Hecht co
WE'RE CLOSE TO YOU.

new "electricks" curl, cool, mix



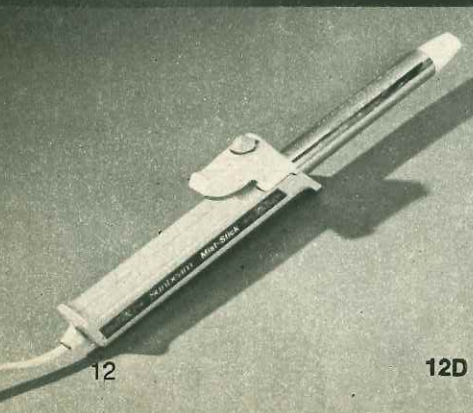
12A



12B



12C



12D

12A. Clairol Kindness conditioning, 3-in-1 mist hair setter incl. 20 rollers and conditioner. Gives condition set, mist set or regular set **21.95**

12B. Lady Schick free style hair dryer has extra power for speedy bonnet drying plus blow 'n brush styling. Natural bristle brush, 2 combs, jumbo bonnet. **15.95**

12C. Lady Schick timed hair dryer with 4 heat settings—one just for wigs **33.95**

12D. Sunbeam curling iron. Quick, 5-min. heat and mist action curls or tames locks, waves or tendrils **15.95**

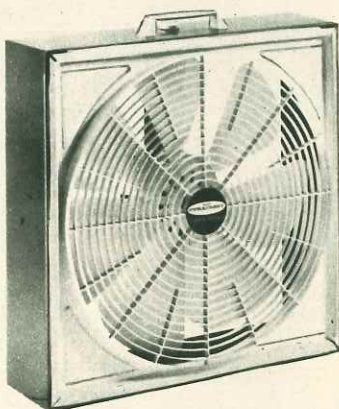
Cornwall's family of fans, compact and powerful!

12E. "Her" Cornwall fan. **12.95**

12F. "His" Cornwall fan. **12.95**

12G. Save \$5! Hanovia hassock fan delivers 4500 cubic feet of cool air per min. 3-speed foot switch. 15 lbs. 15" h., 14" d. Reg. 39.99 **34.99**

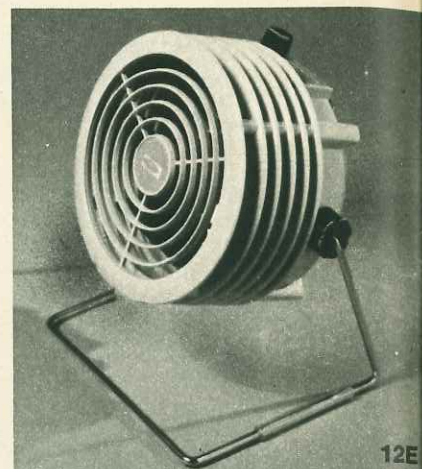
12H. Oscillating fan by Knapp-Monarch has powerful 2-speed motor **19.99**



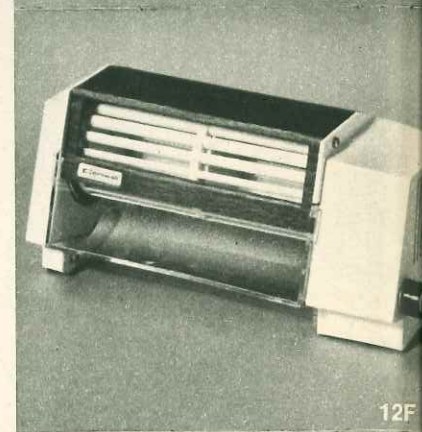
12J

12J. Save 2.96! Duracrest 20" all-purpose box fan has 3 speeds, turbo jet grill. 5-year guarantee. Reg. 22.95... **19.99**
the hecht co.—small electrics

the Hecht co
WE'RE CLOSE TO YOU.



12E



12F



12G



12H

& make it!

13A. Save 4.96 on Oster 10-speed blender. 5-cup container with 2-oz. measuring cap. Perfect blending control for exact results every time. Reg. 34.95 **29.99**

13B. Mr. Coffee™ automatic coffee brewer. Great in home or office. Only 5 minutes from tap to a 10-cup pot of delicious coffee. No messy cleanups, **39.95**

13C. Char-B-Que Natural Yogurt Maker®—make six delicious flavors at once. 6 8-oz. glass jars, sealer lids. Automatic 10-hour timer **19.95**

13D. Save on Farberware® broiler-rotisserie—perfect for the apartment dweller. 12 positions. Compact, easy to clean. Reg. 39.99 **29.99**

13E. Nesco® portable speed oven. Holds 2½-lb. roast or 3 frozen dinners. Auto. heat control; timer, signal bell. . . **29.95**

13F. Panasonic ice crusher. Five settings plus rugged stainless steel cutting blades for coarse to fine crushing. Ice cube catch tray **24.95**

13G. Waring Aire-Freshen-izer™. Makes your environment a little nicer. Automatic. Neutralizes unpleasant odors. **12.95**

13H. Hamilton Beach Pan-tastic™ skillet. A versatile cooking unit—can even be used as a slow cooker. No-stick Duralon® III interior. Completely immersible. 11x16" **29.95**

the hecht co.—
small electrics

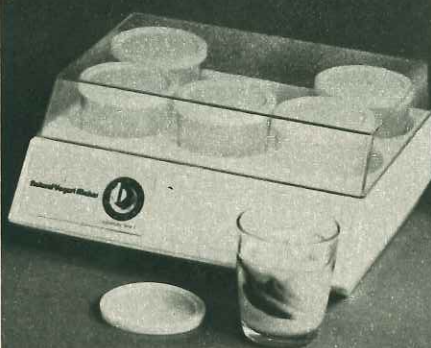
Save time—Save Energy
to order anytime phone
737-7500
outside Washington area
dial our toll free code
800-424-9205



13A



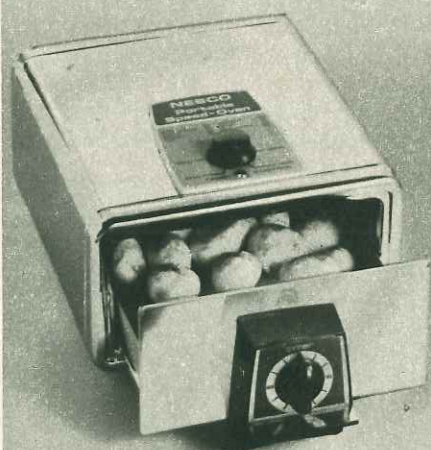
13B



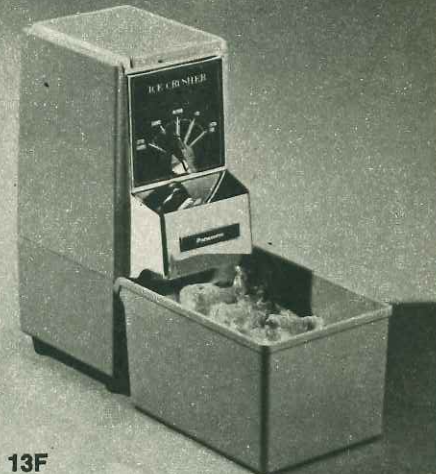
13C



13D



13E



13F

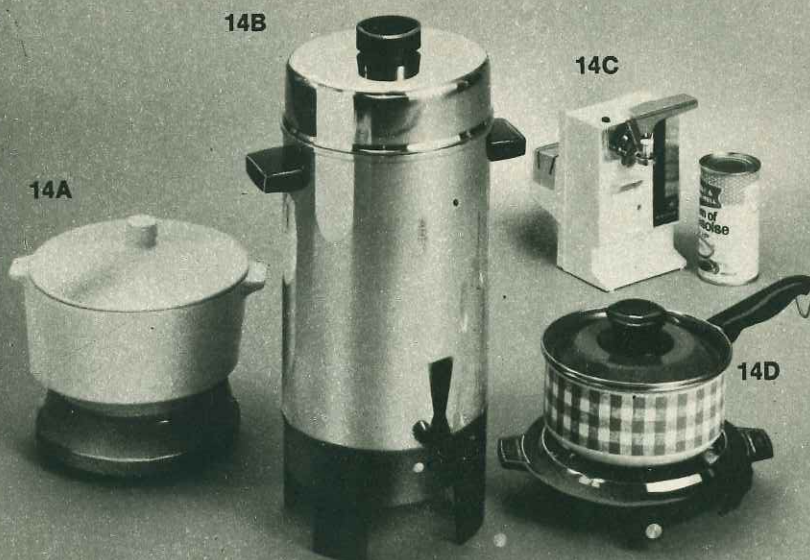


13G



13H

your choice only 9.99

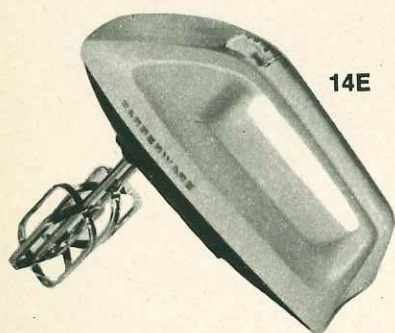


14A. Cornwall crockery cooker. 2-qt. ovenproof ceramic pot with separate 120-watt heater base that can be used as a hot-tray. Brown. Reg. 11.95... **9.99**

14B. Save 2.96! Regal party coffee urn. Shiny aluminum. Brews 10 to 36 cups automatically, then stops and signals coffee is ready. Reg. 12.95, **9.99**

14C. Waring combination can opener, knife sharpener. Fully automatic—opens can, stops, holds can, magnet holds lid. Cord storage base **9.99**

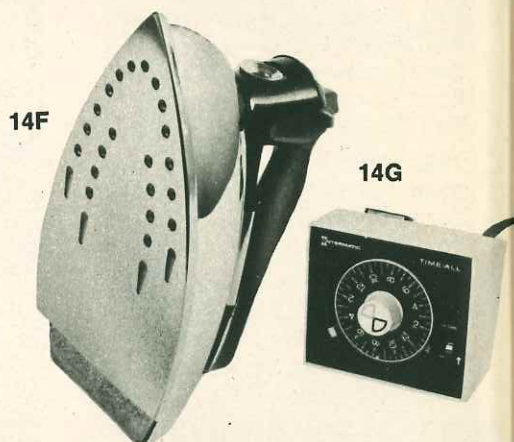
14D. Hamilton Beach 5th burner. 7 temp. with adjustable heat control can cook or warm meals right at your table. Ideal for entertaining, buffets, patio parties. Reg. 11.95 **9.99**



14E. Farberware® hand mixer. Lightweight, 3-speed hand mixer has heavy-duty motor. Touch beater-release, thumb-tip speed dial, detachable cord. Avocado, white, gold **9.99**

14F. Save 2.96! G.E. steam and dry iron. 25 vents give best results. Right or left durever cord resists tangles, frays, cracks. Reg. 12.95 **9.99**

14G. Intermatic Timeall works day and night, even while you are away. Prepares coffee, turns lights on, off automatically **9.99**

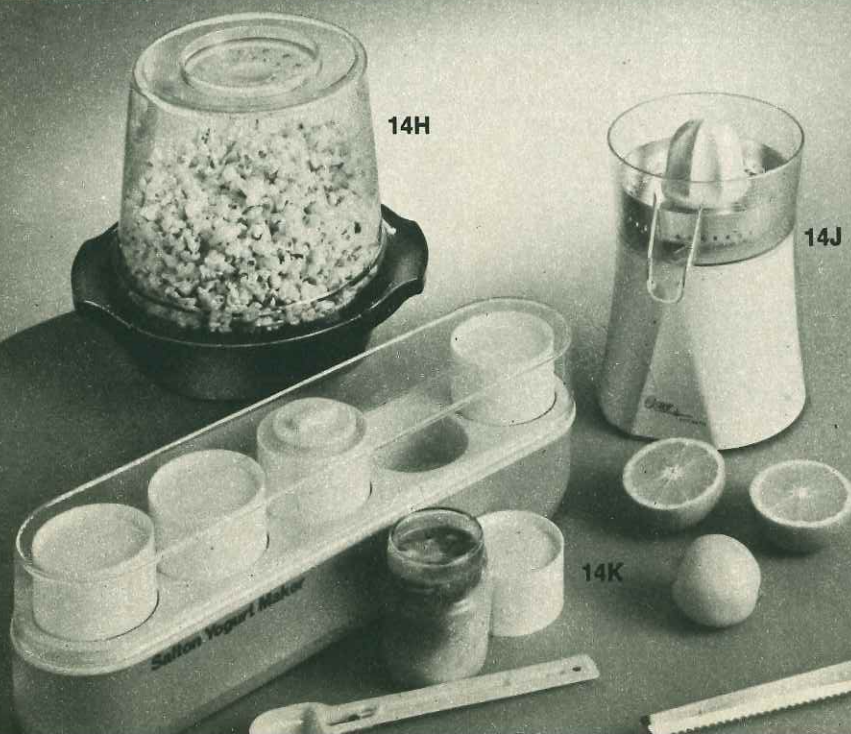


14H. Save 2.96! Regal "Buttercup" automatic electric corn popper with cover. Special butter dispenser thoroughly saturates every kernel. Giant 4-qt. size. Teflon II® lining. Reg. 12.95 **9.99**

14J. Save 3.96! Oster automatic citrus juicer. Put fruit on reamer and it starts to pour juice into your glass. Reg. 13.95 **9.99**

14K. Save 1.96! Salton yogurt maker is reliable for your own quart of creamy, light yogurt. Up to 5 flavors at once. Reg. 11.95... **9.99**

14L. Hamilton Beach electric knife. 9" stainless blades, 8' cord. Spring loaded. Gold. Reg. 11.95 **9.99**





Old Ironsides kitchen accessories by Kamco® feature beautifully grained wood with decorative iron sidings. Add that popular country look to your kitchen now! Make fine gifts for the June bride, too.

- 15A. 3-pocket mail cabby\$10
- 15B. Shelf paper towel dispenser\$8
- 15C. 18-bottle spice cabinet. Empty bottles have white caps\$20
- 15D. 4-piece canister set\$24

Country Jug Collection by Styson is a step back into our American heritage. Glossy brown glaze above and matte cream below.

- 15E. 12-jug spice rack\$30
- 15F. 5½" salt and pepper mill\$15
- 15G. Gingham salt/pepper, egg cups\$10
- 15H. 6-jug revolving spice set\$20
- 15H1. 12-jug revolving spice set\$30
- 15J. 5-jug revolving condiment set\$20
- 15K. 6-jug canister set\$30

the hecht co.—housewares

the charm of country kitchenry



capital centre

The Hecht co.—the only store in town where you can buy tickets to all events at the Capital Centre and charge them with your Hecht co. charge plate. If you don't have an account with us why not open one today.



sale . . . springmaid®





luxury no-iron sheets

**WHITE
SALE**



16A. Independence Stripe makes for bold, exciting bed fashion from Spring Mills. Save 40% to 50% on this no-iron blend of Kodel® polyester and cotton. Brown/blue/green.

size	reg.	sale
Twin	\$5	2/\$5
Full	\$6	2/\$7
Queen	\$12	6.99
King	\$14	7.99
Cases	pair \$5	2.99

16B. Denim Floral Springmaid® sheets in no-iron Kodel® polyester and cotton. Dainty white flowers on perky denim for a gay country air. Denim blue color.

size *	reg.	sale
Twin	7.75	2/\$5
Full	8.75	3.99
King	\$15	7.99
Cases	pair \$6	2.99

16C. Gingham Check, Springmaid's no-iron percales of polyester/cotton...now at 33% to 55% savings. Have them in 3 fashion colors... red, yellow or blue.

	reg.	sale
Twin	7.75	2/\$7
Full	8.75	4.99
Queen	\$14	8.99
King	\$17	9.99
Cases	pair \$6	3.99

17A. Caroline Springmaid® percales in a gay country calico. Kodel® polyester and combed cotton in a smooth no-iron blend. By Spring Mills—in blue/gold.

size	reg.	sale
Twin	7.75	4.99
Full	8.75	5.99
Queen	\$14	8.99
King	\$17	9.99
Cases	pair \$6	3.99

the hecht co.—sheets

Save time... save energy—
to order anytime, phone 737-7500
outside Washington area,
dial toll free code 800-424-9205

**WHITE
SALE**

count your savings

18A. Springmaid® "Fresh Daisy"

no-iron percale sheets of care-free Kodel® polyester and cotton. The perfect way to brighten your bed. Yellow, pink, blue.

size	reg.	sale
Twin	7.75	3.99
Full	8.75	4.99
Queen	\$14	8.99
King	\$17	9.99
Cases	\$6	3.99

18B. "Highland Plaid" on plaid for a bold dash of exciting color with white lace trim on flat sheets and cases. No-iron Marvelaire of Kodel® polyester and cotton. Springmaid® present them in yellow/brown/blue.

size	reg.	sale
Twin	\$6	2/\$7
Full	\$7	4.49
Cases	\$5	3.49

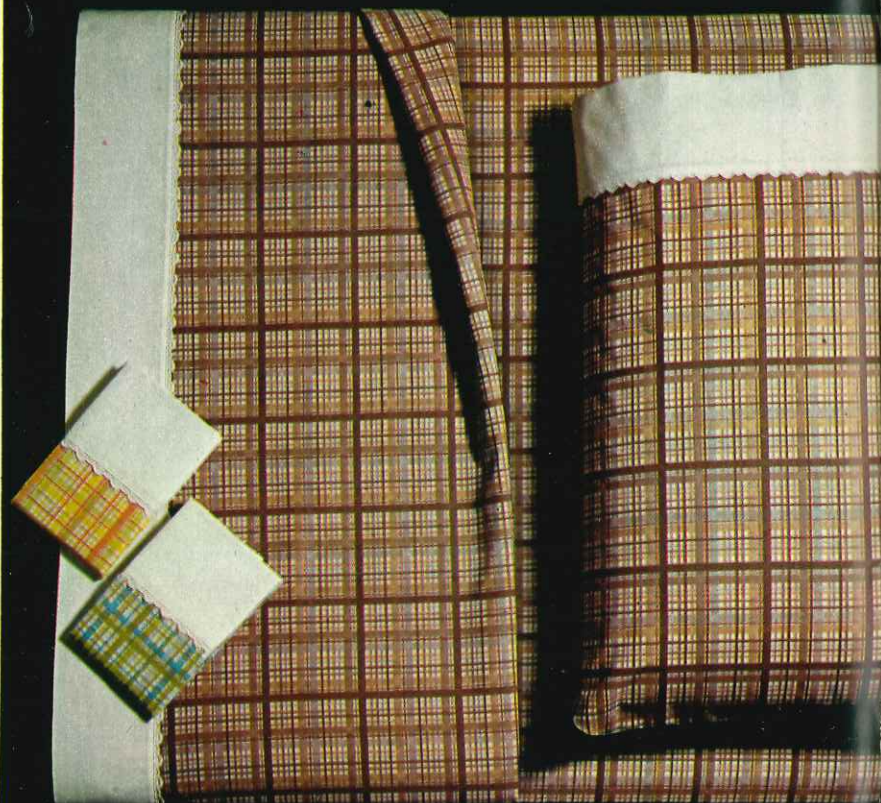
the hecht co.—sheets

the Hecht co
WE'RE CLOSE TO YOU.

Save time—Save Energy
to order anytime phone
737-7500
outside Washington area
dial our toll free code
800-424-9205



18A



18B

pillow savings

19A



19A. Save on foam rubber non-allergenic pillows. Washable, zip-off ticking.

size	reg.	sale
Standard	7.99	2/10.99
Jumbo	9.99	2/13.99

19B. Save 50% on DuPont Dacron® polyester red label pillows.

size	reg.	sale
Standard	\$7	2/\$7
Queen	\$9	2/\$9
King	\$12	2/\$12

19C. Save 33% to 40% on Noc-turn white feather/down pillows.

size	reg.	sale
Standard	\$12	7.99
Queen	\$15	9.99
King	\$20	11.99

19D. Surety Compose pillow of DuPont Dacron® polyester fiberfill II ... non-allergenic, odorless, machine wash and dry.

size	reg.	sale
Standard	\$9	6.99
Queen	\$11	8.99
King	\$14	10.99

the hecht co.—pillows

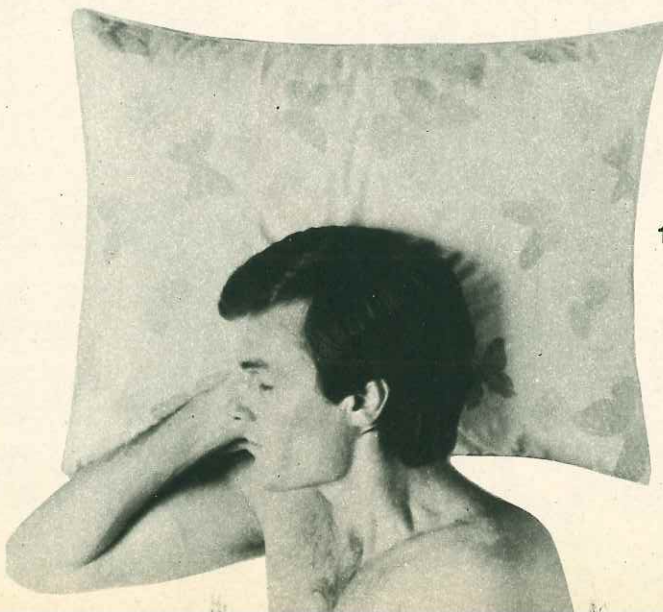
19B



19C



19D



phone secretary on duty

20A. The ultimate in automatic phone answering... Phone Secretary* covers your office while you are out, and answers with your own personal message. Pays for itself in a matter of months when compared to standard answering services. Accurate, it automatically answers your phone and lets you monitor incoming calls. Your Phone Secretary will take up to 180 messages on a standard cassette tape, and can be used as a standard cassette and playback unit, to record phone conversations or to play your favorite tapes.

Record your personal announcement (its length can vary according to your needs). 110-V. AC—no batteries to replace, **119.95****

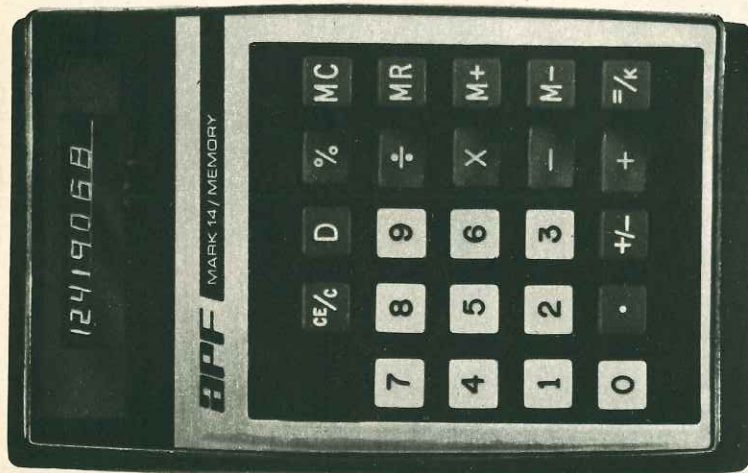
*Contact your local telephone company business office for any installation requirement and charges that may apply.

**Pay \$10 monthly: see page 61 for complete credit details.

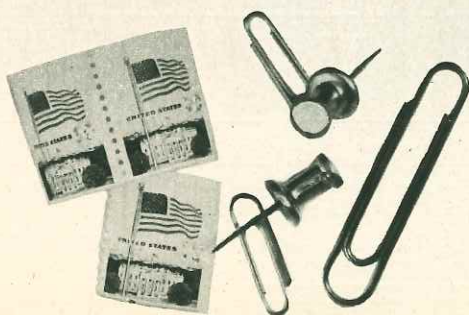
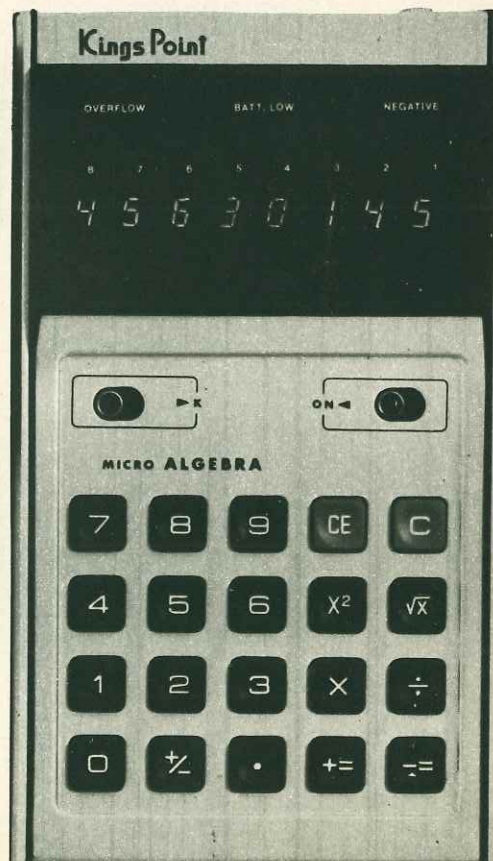


calculate the

20B



20C





savings.....they add up!

20B. APF calculator with full memory is pocket-size. 5-function electronic whiz does chain and mixed calculations. Has automatic constant, floating decimal, memory indicator, low battery indicator, percentage key. $3 \times 5 \frac{1}{4} \times 1 \frac{5}{8}$ " **69.99**

20C. Micro algebra calculator by Kings Point comes with its own case and AC adaptor. So compact and portable that you'll take it with you in your attaché case or purse for on-the-spot accuracy. Here's what it can do for you: addition, subtraction, multiplication, division, mixed calculations and reciprocals, square root and square calculations. Has a constant switch, clear entry key to correct input errors without repeating entire operation; clear 8-digit readout with floating decimal. $3 \frac{1}{4} \times 6 \times 1 \frac{1}{4}$ " **69.99**

21A. Top value Commodore Minuteman 3 calculator can add, subtract, multiply and divide instantly, silently...with pin-point accuracy. Clear 8-digit display with floating decimal. Weighs only 5 oz. $1 \times 3 \times 4$ ". AC adaptor available **39.99**

the hecht co.—calculators



21A.

carpet sale

Indoor-outdoor carpets

...long-wearing, practical
...for anywhere in and
around your home. Made
of durable, 100% olefin
polypropylene. They're
flame resistant, colorfast
and withstand mildew,
rot, abrasion and insects.
In 12' width only.

22A. "Anyplace" is a
heavy-duty, indoor-out-
door carpet in royal red,
tangerine, gold, autumn
heather, avocado and
tropic turquoise.

Sq. yd. after sale 3.95,

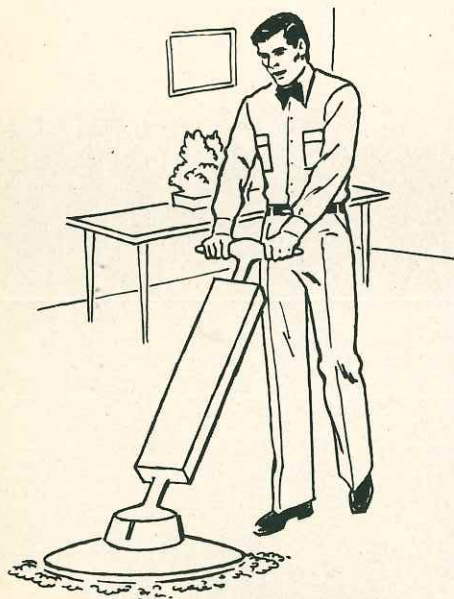
Now **1.99 sq. yd.**

22A1. "Niagara" is an ex-
tra heavy, indoor-outdoor
in real red, russet, tartan
gold, olive, spruce, pea-
cock, brite apple, brite
sky, brite mint and brite
sun. Sq. yd. after sale 4.95,

Now **2.99 sq. yd.**

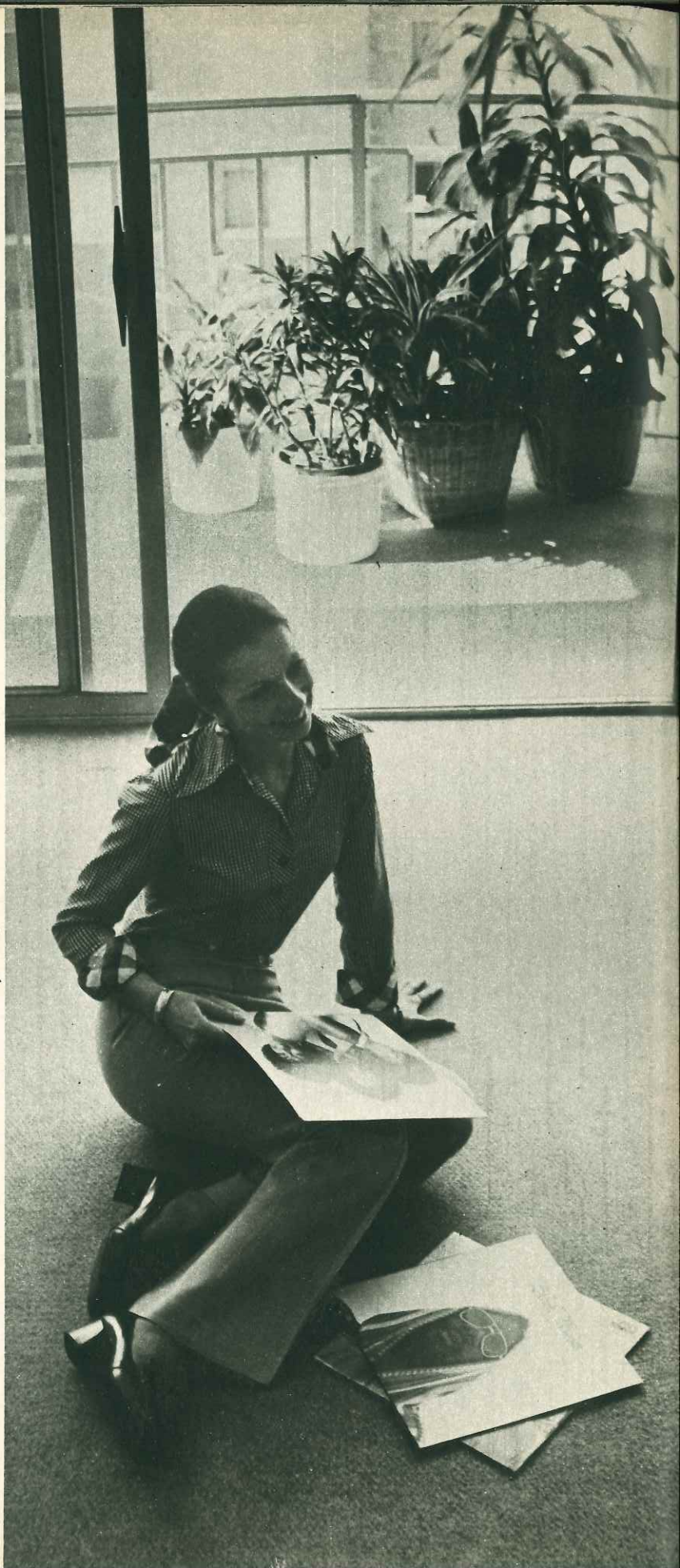
Please allow 2 weeks
for delivery.

the hecht co.—carpets



**22B. Special professional
rug and carpet cleaning**
with Chem-I-Gard® pro-
tection. Available at our
regular low carpet clean-
ing prices, 11c per sq. ft.,
now through May 31, 1974.
After that date, Chem-I-
Gard® protection will be
3c extra per sq. ft. Call to-
day, 628-8080.

the hecht co.—
home cleaning





23A. Save on "Nantucket" spread and draperies by Aristocrat. Traditional English design is reproduced in authentic, 18th century colorations. Rayon and acetate blend in a mohair weave. Russet with jumbo green velvet cord trim.

size	comp.	sale
Twin	\$49	34.99
Full	\$60	44.99
Queen	\$70	53.99
Dual	\$80	63.99
Lined draperies, 48x84"	27.99	24.99



23B. Smart savings are yours with Kenneth's coordinated spreads and draperies from Aristocrat. Posh spreads are quilted to floor! "Cezanne" emerges from an atmosphere of birds and flowers screen-printed on rayon/acetate in a mohair weave. Olive and coral.

size	comp.	sale
Twin	\$40	34.99
Full	\$60	44.99
Queen	\$70	53.99
Dual	\$80	63.99
Lined draperies, 48x84"	27.99	24.99

23C. 20% off Wamsutta-Trucraft and Decorator Industries custom draperies. Made to your measure ... your choice of hundreds of color and fabric combinations including prints, solids, textures, damasks and open weaves. Lined, unlined or foam backed. Bring in your measurements and in just a few weeks you'll have perfect draperies for your home.

the hecht co.—
fashion bedspreads, draperies

23C



spread your world with color

bright springmaid® bedspreads

Superior savings on Springmaid® spreads and matching draperies. No-iron and machine washable, completely carefree and lovely.

24A. Save! "Rainforest" is a leafy, cool print on polyester/cotton with Kodol† polyester fill. New pinsonic quilting process welds fabrics together, eliminating stitching that might unravel. Green.

24B. Save "Fancy Free" features the pinsonic quilting process that protects with a welding of fabrics to each other. Kodol† polyester/cotton with Kodol† polyester fill. Gold.

size	reg.	"Rainforest" Free"
Twin	\$30	24.99 19.99
Full	\$32	28.99 25.99
Queen	\$42	37.99 33.99
King	\$49	44.99 43.99
Drape 48x84"	\$17	\$17

24C. Save! "Isle of Wight" 100% cotton woven bedspread is a carefree, machine washable, no-iron wonder that modern women appreciate. Ant. white.

size	after sale	sale
Twin	\$22	19.99
Full	\$26	21.99
Queen	\$35	27.99
King	\$40	34.99

†Kodol is a registered trademark of Eastman Chemical Products Inc.

the hecht co.—bedspreads



24A



24B



24C

**WHITE
SALE**

25A

25B

new decorator collection by lawtex

25A. "Stephanie" by Lawtex for savings!

Springtime fantasy of floral beauty in quilted cotton; machine washable. Available in gold.

size	reg.	sale	size	reg.	sale
Twin	\$22	15.99	King	\$36	29.99
Full	\$28	21.99	Drape 48x84"		\$13
Queen	\$33	27.99			

25B. Special savings on "Woodbridge" solid polyester/rayon spread by Lawtex. Quilted throw is machine washable, no-iron. Avocado.

size	reg.	sale	size	reg.	sale
Twin	\$20	15.99	King	\$35	29.99
Full	\$26	21.99	Drape 48x84"		\$13
Queen	\$32	27.99			

25C. Save right now! "Washington Square"

is Lawtex's bold geometric bedspread. Quilted to the floor in seamless, machine wash, no-iron nylon tricot with bonded fiberfill. Brown.

size	reg.	sale	size	reg.	sale
Twin	\$30	24.99	King	\$44	39.99
Full	\$35	29.99	Drape 48x84"		\$18
Queen	\$40	34.99			

25D. Savings you'll like! "Country Patch" by Lawtex boasts permanent press beauty. Machine washable polyester and rayon, quilted to the floor. Gold.

size	reg.	sale	size	reg.	sale
Twin	\$30	24.99	King	\$44	39.99
Full	\$35	29.99	Drape 48x84"		\$17
Queen	\$40	34.99			

the hecht co.—bedspreads

25C

25D

new looks and savings

26A. Fashion savings on Aristocrat tailored panels by Wamsutta-Trucraft. Polyester batiste sheer panels. These, of Dacron® polyester, easy to care for. Available in extra wide panels. White or ivory.

size	reg.	sale
63x63" panel ...	6.50	5.49
63x84" panel ...	\$8	6.49

26B. Save now! Aristocrat's machine washable, Malimo—open weave casement draperies. Wamsutta-Trucraft makes them for long wear and easy care. Natural, copper, bronze or green.*

size	reg.	sale
48x63"	18.25	14.99
48x84"	19.25	15.99
96x84"	46.25	39.99
144x84"	69.25	59.99

*Not all colors in all sizes.

26C. Save up to 33% on Wamsutta-Trucraft's woven stripe spread and matching draperies. Quilted spread has Kodel† polyester fiberfill. Ensemble in lemon.

spread	reg.	sale
Twin	\$45	29.99
Full	\$50	39.99
Queen	\$70	54.99
King	\$80	64.99
Draperies		
48x84" pair ...	16.99	13.99

the hecht co.—
fashion draperies

†Kodel is a registered trademark of Eastman Chemical Products Inc.

26A

26B



26C

we pile on the savings

27A. Special savings on our own sumptuous "Acribel" oriental design rugs from Belgium. Choose "Kerman" or "Sarouk" patterns with all the elegance of costly oriental rugs. Patterns are woven thru to the back, and come in soil resistant, moth-proof, colorfast, rich acrylic pile with fringed ends. Opulent tones of red, ivory, green or blue. 8'2"x11'6". Reg. 249.95, **199.99*** 5'6"x8'6" (to fit 6x9 ft. area). Reg. 149.95 **129.99***

*Pay \$10 monthly: see page 61 for complete credit details.

the hecht co.—rugs

27B. Hand decorated, imported ceramic elephant. 29.99

the hecht co.—gifts

the Hecht co
WE'RE CLOSE TO YOU.

27B



27A

28A. "Kar-kot" turns back seat of any standard car into comfortable sleeping area in seconds. Light-weight frame and durable cover. Sleeps 2 children **\$12.99**

28B. Town 'n' Travel totes. Handsome styles with inside and outside zippered compartments. Navy, bone, red, black or brown **\$11**

Fashion sunglasses with polarized lenses from Riviera **\$5**

28C. Thinline Wire Aviator—gold, silver or black.

28D. Shell Aviator—keyhole bridge.

28E. Bold Square—pastel ombre tones.

Outdoor plastic furniture covers by Triangle.

28F. Glider cover to 80" **\$5.50**

28F1. Glider cover to 90" **\$6**

28G. Chair cover **\$3.50**

28H. Chaise cover **\$5**

28J. Round barbecue cover... **\$3.50**

28J1. Rect. BBQ cover **\$4**

Barry Angel Treads®.

28K. Ballerina—terry velour in blue, pink, white. Sizes S (5-6), M (6½-7½), L (8-9), XL (9½-10½)... **\$3.50**

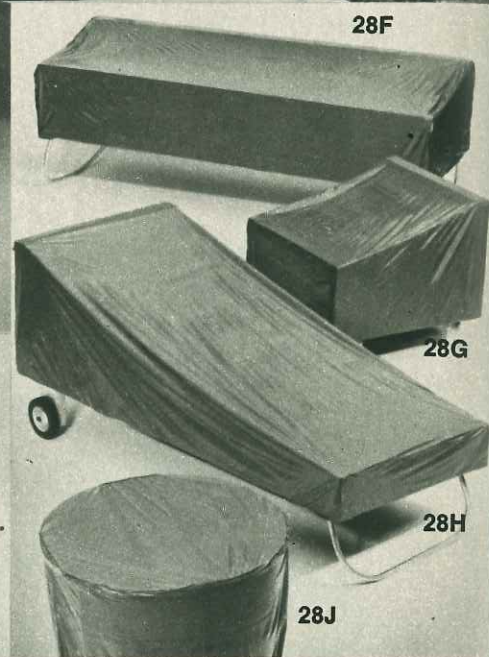
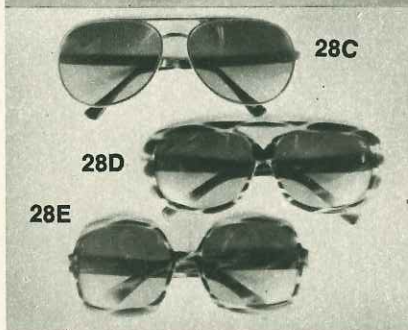
28L. Scuff—embroidered velva terry. Blue, pink, white **\$3.50**

28M. Sandal—terry velour in pink, white or yellow' **\$4**

28N. Vinyl bicycle cover. For bike, minibike or motor bike. Protects chrome. Elastic bottom **\$5**

28P. Vinyl lined towel tote by Kleinert. Beach bag or beach towel. Blue, pink, yellow **\$12**

the hecht co.—notions



we've got a notion for

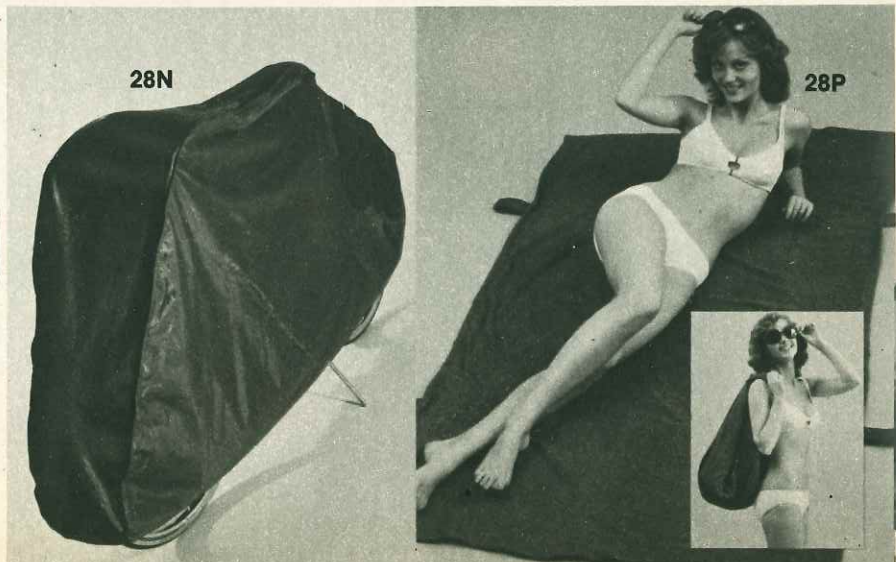
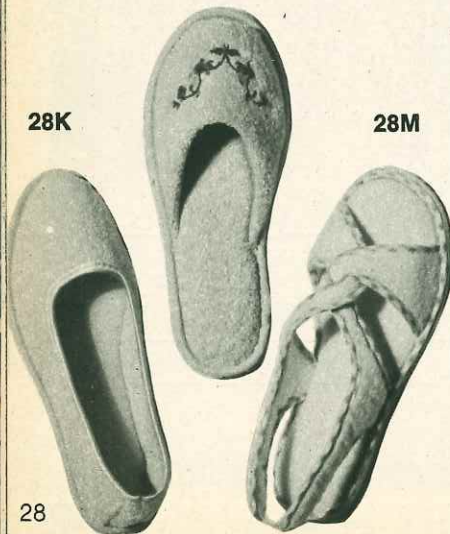
28L

28K

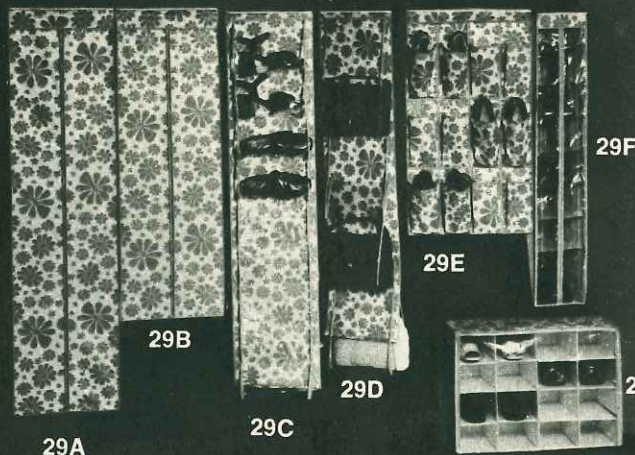
28M

28N

28P



29G



29B

29D

29E

29F

29H

29A

29J



29L

29K



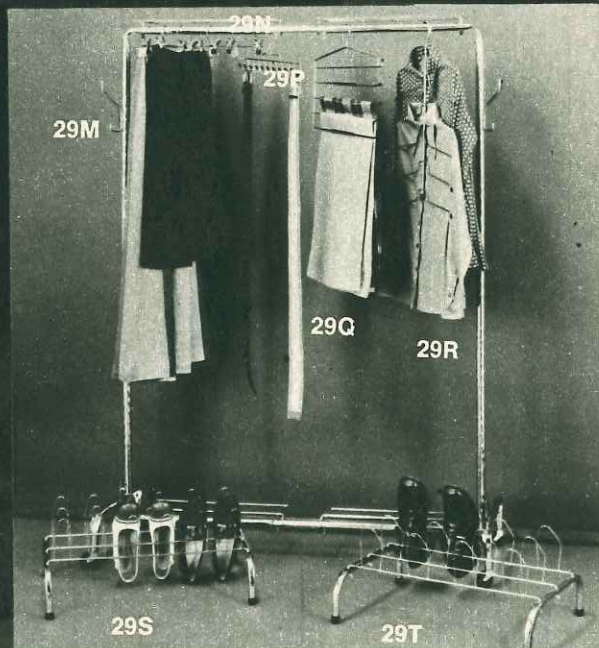
29M

29N

29P

29Q

29R



29S

29T

your summer lifestyle

29W



29X

29Y



29Z



Super savings on 7 handy storage bags... ea. **4.49 or 2/8.50**

29A. Jumbo dress bag.

29B. Jumbo suit bag.

29C. 18-pair shoe file.

29D. 8-pocket handbag file.

29E. 12-pocket shoe bag.

29F. 8-shelf shoe bag.

29G. Blanket bag.

29H. 16-section shoe chest.

7.99

29J. Set of 10 scented hangers

in sumptuous satin—great gifts.

Gold, avocado, blue, pink. **7.50**

Washable plasticized storage chests with wood frames.

29K. 28x24x13" **\$16**

29L. 34x15x13" **\$15**

Lee Rowan closet organizers

stretch your closet space!

29M. Garment rack on caster adjusts 42" to 70".

Reg. \$18 **16.49**

29N. Skirt add-a-hanger .. **2.50**

29N1. Multiple skirt rack. **2.50**

29P. Tie/belt hanger **1.75**

29Q. Slack rack **3/\$5**

29R. Blouse tree; six **1.65**

29S. Shoe rack; six pr.... **6.50**

29T. Shoe rack. Holds 6 pr. his shoes or 9 pr. her's **\$4**

Reefer-Galler helps you breeze through the summer moths.

29W. Sno-White stainless nuggets for rugs, clothing. 3lbs. **2.05**

29W1. 5 lbs. **3.05**

29W2. 8 lbs. **4.85**

29X. No-Moth refills ... **3/2.69**

29X1. No-Moth decorator hanger **2/2.90**

29X2. No-Moth standard hanger **3/3.15**

29Y. SLA cedarized spray kills moths, silverfish, other damaging insects on contact.

14 oz. **1.85**

29Y1. 23½ oz. **3.05**

29Z. His 'n Her travel bags

with side zipper. Vinyl.... **2/\$7**

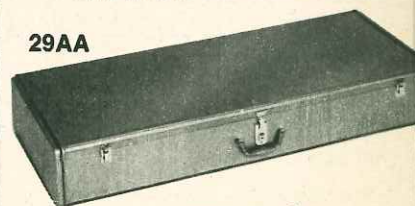
29AA. Under bed metal storage chest with lock and key.

42x18x6" **\$12**

35x18x6" **\$8**

the hecht co.—notions

29AA



the Hecht co.
WE'RE CLOSE TO YOU.

the savings

**WHITE
SALE**

30A. Super savings! Surety reversible, Dupont Dacron® 88 polyester mattress pads covered with white, Sanforized® cotton cover. Odorless; non-allergenic. Anchor bands on flat styles.

size	reg.	sale
Twin anchor band	8.35	6.99
Twin fitted	9.35	7.99
Full anchor band	11.35	9.99
Full fitted	12.35	10.99
Qu. anchor band	14.35	12.49
Queen fitted	16.35	15.49
King anchor band	19.35	16.49
King fitted	22.35	19.99

30B. Nylo Fluff pads of 100% bonded polyester fiberfill with Dupont® nylon skirt on fitted styles. Machine wash and dry. In Spring white.

size	reg.	sale
Twin anchor band	6.30	3.99
Twin fitted	8.20	5.99
Full anchor band	8.75	7.49
Full fitted	9.70	8.49
Qu. anchor band	11.15	9.99
Queen fitted	13.15	11.99
King anchor band	\$14	12.99
King fitted	15.85	13.99

30C. Save now on vinyl mattress covers by Williamsburg. Protect your mattress with wipe-clean, machine washable covers for better health and sanitation. Fitted contour style has four elastic corners. White.

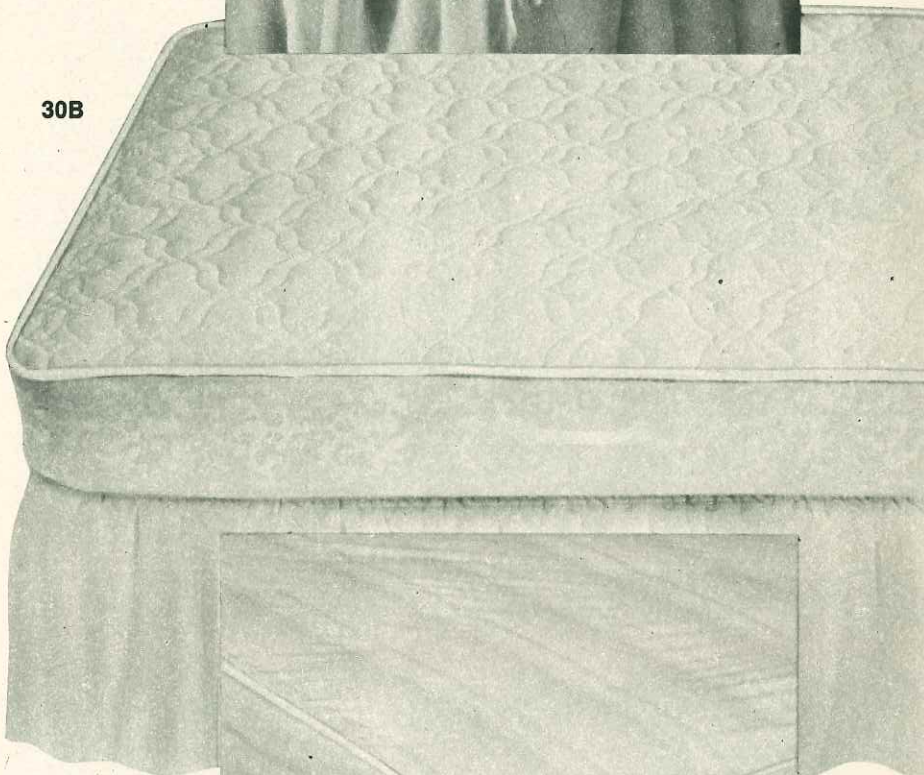
size	reg.	sale
Crib, long twin, day	2.50	1.99
Standard twin,		
long full, cot	2.50-\$3	1.99
Twin foam, ¾,		
standard full	2.50-\$3	1.99
Pillow protector	1.25	\$1
Queen fitted	6	4.99
King fitted	7	5.99
Zippered styles		
Twin innerspring,		
twin box	4	2.99
Full innerspring,		
full box	4.50	2.99

the hecht co.—mattress pads

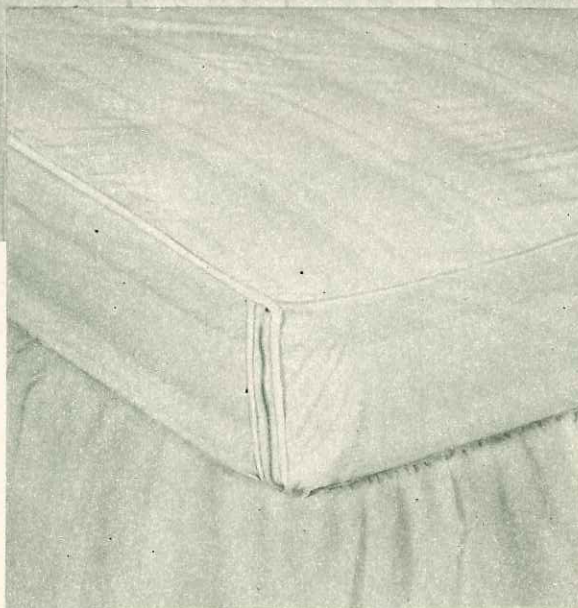
30A



30B



30C



bath blast!

31A. Big savings are yours when you buy this elegant set by Jolo. Embassy vinyl shower curtain has solid color underdrape, a double swag overdrape with tiebacks plus a valance. Yellow. Reg. \$20.....**15.99**

31B. Surety "Coquette," Dupont® nylon rug to color the bath in yellow, brown, moss, topaz gold, light blue or light pink.

size	reg.	sale
21x36"	\$9	6.99
27" round	\$9	6.99
Contour	\$9	6.99
27x48"	\$14	11.99
Tank	\$9	7.99
Lid		3.50

31C. Save now! Surety wall-to-wall, Dupont® nylon carpeting from Tennessee Tufting. Machine washable, non-skid backing. Yellow, brown, moss, topaz gold, light blue, light pink.

size	reg.	sale
4x6'	\$20	15.99
5x6'	\$25	19.99
5x8'	\$30	24.99
Tank set	\$9	7.95
Lid		3.50

the hecht co.—bath rugs

Save time—Save Energy
to order anytime phone
737-7500
outside Washington area
dial our toll free code
800-424-9205

31A

31C

31B

be a quick change

artist and save 20%



32A

32A. Aristocrat stretch slipcovers. Wash and dry.

"Danbury" floral print; cotton/nylon; red, blue, gold.

"Countess" solid acrylic/cotton/Lycra® spandex; brown, olive, gold, melon* or blue*.

Standard chair #43 or #45 . Reg. \$22 **17.60**

2-cushion sofa #48. Reg. \$44 **35.20**

Early American chair #42. Reg. \$27 **21.60**

Early American sofa #53. Reg. \$54 **43.20**

*Special order colors—allow 4 to 6 weeks for delivery.



32B. Save 20%! Curtain time by Beadangles. Slides onto a curtain or cafe rod, wipes clean with damp cloth. Measures 38x36". Pick from butterfly, floral or plaid patterns in gold, blue or pink.

Curtain. Reg. \$23 **18.40**

Valance. Reg. \$9 **7.20**

32C. Save 20% on custom shades. Our Joanna Western custom shades can create a "decorator" look. Huge variety of colors and textures in translucent or room darkening fabrics.

32D. Soft savings on trio-pack pillows by Well-made. Zip-off rayon/acetate covers. Old gold/ivy/persimmon; lemon/old gold/amber; brown/copper/persimmon; ivy/lime/lemon; royal/kelly/turquoise; lime/lemon/persimmon; ivy/artichoke/olive. Reg. \$12 **9.59**



32B



32C



32D

the hecht co.—
decorator pillows, windows

new accents for your home



33A

33A. Modern wall system from Southern, in contemporary design with white lacquered finish and polished aluminum accents. 3-pc. set includes: open bookcase unit with 4 shelves, door bookcase, drop-lid desk unit. 30x13½x72" size **399.99***

*Pay \$20 monthly; see page 61 for complete credit details.

33B. Butcher block finish and chrome étagère with glass shelves. An elegant addition to any contemporary room. 30x12x72" size **79.99**

33C. Traditional style room divider in handsome pecan tone. Spacious 64x16x76" size holds a TV or stereo and more! Styled with 4 doors plus a handy drop-lid desk **249.99****

**Pay \$13 monthly; see page 61 for complete credit details.



33B

33C

Save time—Save Energy
to order anytime phone
737-7500
outside Washington area
dial our toll free code
800-424-9205

color shower

34A. Jackson® "Patricia" vinyl shower curtain, white ball fringe, valance. Brown, green, blue, yellow.
Reg. \$12 **9.99**

Savings on Counselor® "Gingham" trio. Brown, yellow, red.
34B. Space saver.
Reg. \$29 **24.99**
34C. Hamper. Reg. \$18 ... **14.99**
34D. Wastebasket. Reg. \$7, **4.99**

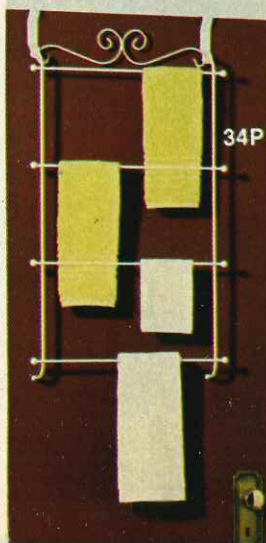
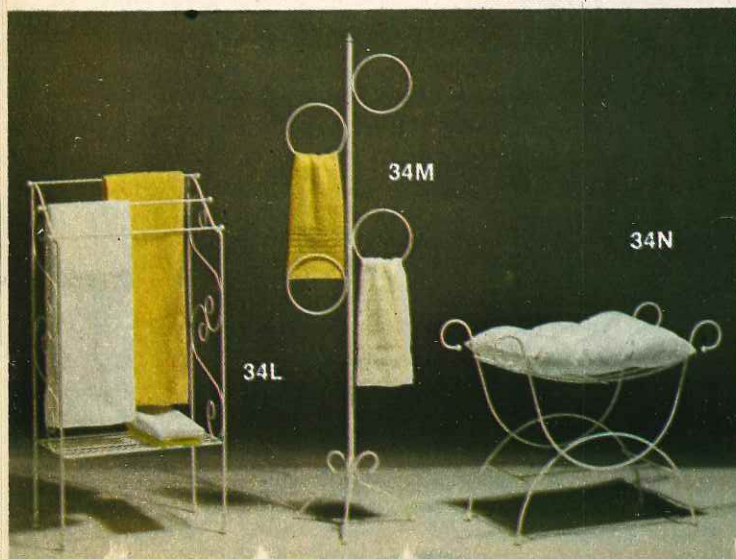
Bath furnishings by Ortex. ¾" machine washable polyester pile, non-skid latex backing. Hickory, antique gold, pineapple, avocado, Marina blue, pastel blue, ice pink.
34E. 2-pc. tank set.
Reg. \$10 **7.99**
34F. Lid cover. Reg. \$4 ... **2.99**
34G. Rug, 24x36" **\$10**
34H. Wall-to-wall bath carpet with ½" pile. Reg. \$30 ... **22.99**
34H1. Basket cover.
Reg. \$5 **3.99**

34J. Counselor® bath scale. Gold, white, pink. Reg. \$10, **8.99**

34K. Save now on M. S. Garment's enameled seat. "Hide-A-Cap" hinge. 6-mo. guarantee. Shocking pink, red, Verdian green, sunny yellow. Reg. \$8, **5.99**

Ransburg "Metallique" enamel finish bath furnishings. Pink parfait, sable brown or white.
34L. Towel stand **\$16**
34M. Towel tree **\$12**
34N. Vanity stool **\$17**
34P. Behind-the-door towel rack, a real space saver. ... **\$11**

the hecht co.—bath shop
all stores except laurel



spanking clean for spring



35B

35A. Save \$2 on Bissell supreme sweeper. Dual combs plus brush give clean sweep. Protective bumper. Gold. Reg. 10.98. **8.98**

35B. Bissell rug shampoo. ½ gal. **4.15**

35C. Spray 'n Vac by Glamorene. No scrubbing, dries in 1 hour. 24 oz. **2.98**



35C



35D

35E

35A

35F

35G

35H

35J

Con-Tact®—an easy and inexpensive way to redecorate. 18" wide. Patterns below.

35D. Apple Gingham Red/Yellow

35E. Salt-Box Yellow

35F. Dutch Treat Blue

35G. Wickery Brown

35H. Fair Lady Green

35J. Crestwood

Only 49c yard

Guardsman® cleans, polishes, renews and preserves all types of wood finishes. Contains no silicones, waxes, solvents or abrasives. Non-flammable, too! It's the perfect way to maintain all your treasured items.

35K. 16-oz. Liquid **1.49**

35L. 32-oz. Liquid **2.19**

35M. 14-oz. Aerosol **1.49**

the hecht co.—housewares

35K



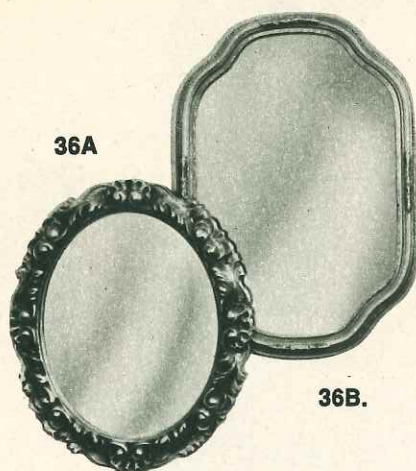
35M

35L

the Hecht co.
WE'RE CLOSE TO YOU.

35

19.99 wall inspirations



36A

36B.

Reflected savings of 15.01.

Antique gold decorator mirrors.

36A. Romanesque traditional, 21x30". Reg. \$35 **19.99**

36B. Heavily carved oval, 21x25". Reg. \$35 **19.99**

36B1. Heavily carved 21 1/2 x 25" rectangle. Reg. \$35 **19.99**

36C. It's quite a value when you can save 15.01 on Syroco 4-piece console sets. Finished in gold or wrought iron. 28 1/2 x 17 1/2" wall mirror, 20 1/4 x 7 x 4 1/2" table, pair of sconces, each 9 x 4 1/2". Open stock value \$35 **19.99**

36D. Irresistible savings of 5.01 to 30.01.

This is just a sampling from the Hecht co. art gallery. There's a treasure to please every eye. Each reproduction handsomely framed. Choose from 3 sizes: 26x38", 27x51", 28x38".

Reg. \$25 to \$50. Your choice..... **19.99**

the hecht co.—pictures and mirrors

36D



leisure collection savings

37A

37A. Loroman® brass-plated deluxe headboards. Add a touch of elegance to your bedroom. Twin \$33, Double \$40, Queen \$47, King \$55

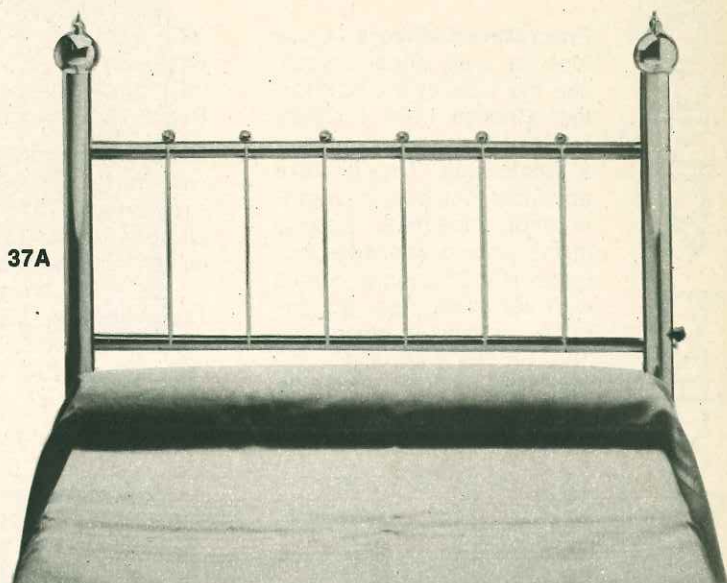
37B. Samsonite® 5-piece bridge set. 30x30" table with Danish walnut finish, plus 4 matching padded seat chairs49.99

37C. Natural color wicker—an inexpensive way to refurnish. Choose Sunflower, Swan or Low Bombay. Reg. \$2419.99
Cushions sold separately.

37D. Television stand in chrome and walnut adjusts from 21 to 27". Holds up to 19" sets. A smart addition to your home. Reg. \$35, 29.99

37E. White molded plastic swivel television stand. Lets you view TV from anywhere in the room. Reg. \$3529.99

the hecht co.—large housewares



37B

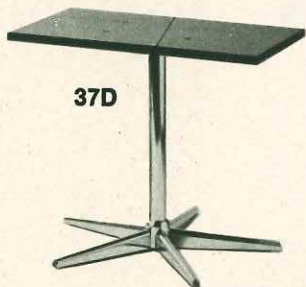


37C



37

37D



37E



reflected savings

from marsel

From Marsel Mirrors—a new look in wall decor...you'll like the look of the savings, too! Choose from 4 styles. Use as a wall accent or cover a whole wall. They'll make any room look bigger, brighter, more beautiful. Easy to install, and inexpensive, too. Each 12x12" square comes with self-stick tape. So durable...a whiz to clean.

38A. Smoke gold vein.

Reg. 7.99 **2/13.99**

38B. Plain.

Reg. 5.99 **2/7.99**

38C. Gold vein.

Reg. 6.99 **2/11.99**

38D. Smoke plain.

Reg. 5.99 **2/9.99**

38E. Decorator door and wall mirrors from Marsel... they're shatter resistant. Choose tortiseshell or tarnishproof brass tone frame ...it's the perfect accent. 14x54" tortoise-framed rectangle; 14x50" brass tone rectangle; 14x54" brass tone oval. Your choice **7.99**

the hecht co.—housewares

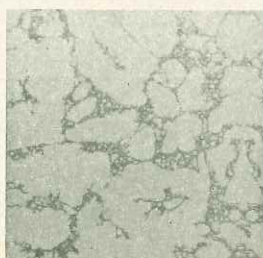
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38A



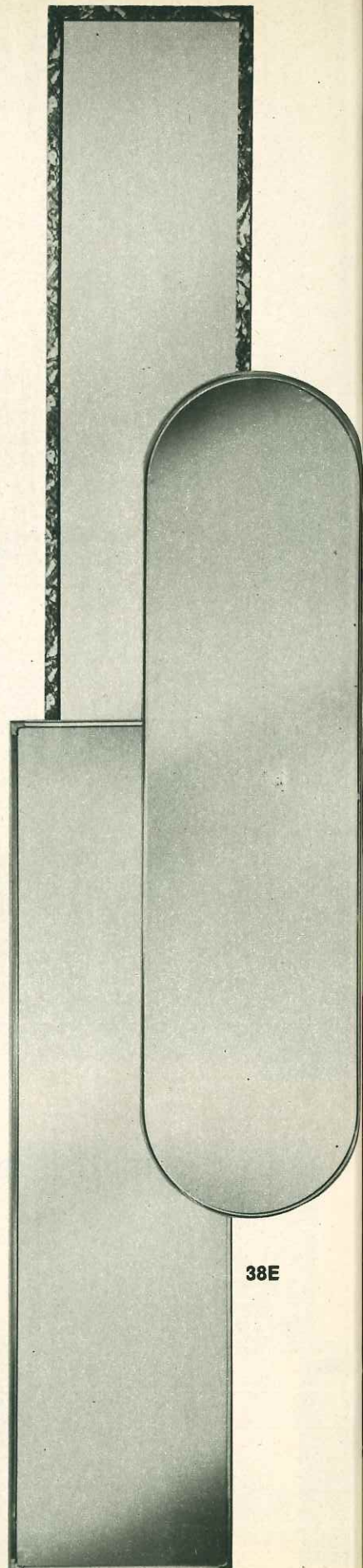
38B



38C

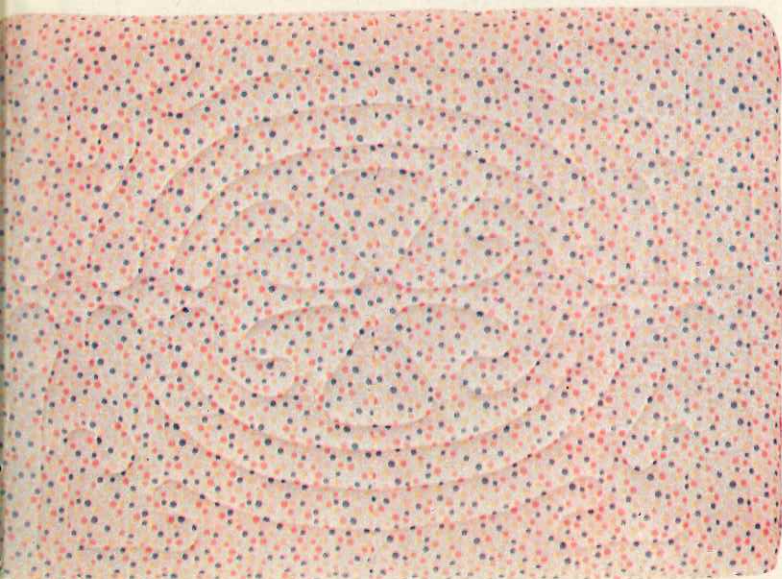


38D



38E

comforter collage



Save \$12 to \$20 on famed Countess York comforters in a bright collage of color and a wonderful blending of luxurious comfort, carefree up-keep and charming good looks. All cloud-soft and cozy...just the way you like them. Plumply filled with Dacron® polyester that's non-allergenic, odor-free and mildew-proof. Just toss into the washing machine. Puff-quilted and firmly stitched, the color-fresh polyester/cotton cover is permanent press and never needs ironing. Reversible for double-duty service and beauty—and they also double as beautiful bedspreads as well as warm comforters. Choose from a fresh array of colors and prints that will enhance every bedroom decor. You'll find lively stripes, perky polka dots and striking floral prints. Pick the perfect design for every bedroom in your home and have it in the size to fit almost every bed...and now at exciting sale savings. All sizes in all patterns.

39A. Twin, 68x80". Reg. \$30... **\$18**
 39B. Full, 80x90". Reg. \$40... **\$25**
 39C. Queen/king, 90x105". Reg. \$50 **\$30**

the hecht co.—comforters



the Hecht co
 WE'RE CLOSE TO YOU.

stack up savings on famous

luxury towels

40A. Save on "Garden" towels by Spring Mills. Soft, cotton terry. Pink, blue, yellow.
size reg. sale
Batheach \$3 **3/55**
Hand1.90 **1.49**
Washcloth90c **79c**

40B. Sale! Cannon Royal Family coordinated solid color towels. Velvety, cotton terry velour. Pink, blue, yellow, green, orange.
size reg. sale
Batheach \$3 **3/55**
Hand1.90 **1.49**
Washcloth90c **79c**

40C. Save on "Summit" looped cotton terry towels from Spring Mills. 8 crisp colors: white, yellow, orange, pink, gold, brown, blue or green.
size reg. sale
Batheach 3.25 **2/55**
Hand2.25 **1.89**
Washcloth\$1 **89c**

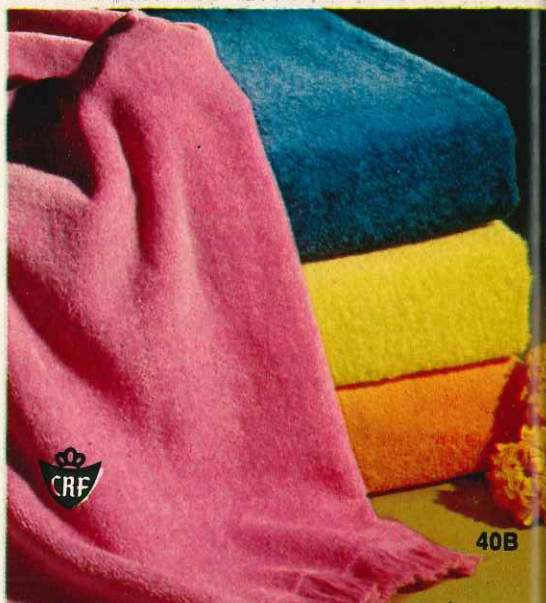
40D. Savings on Cannon "Shangri-La" fashion towels. Soft, absorbent, sheared cotton terry. A delightful floral print in pink, yellow or blue.
size reg. sale
Batheach 3.25 **2/55**
Hand2.25 **1.89**
Washcloth\$1 **89c**

the hecht co.—towels

WHITE SALE



40A



40B



40C



40D



english manorisms

The elegance of an English country manor comes alive with lavishly printed sheets, towels, drapes and spreads by Springmaid®. "English Manor" was inspired by a tapestry in the textile collection of the Metropolitan Museum of Art.

41A. Save 17% to 19% on bath towels.* Blue or pink on ecru ground. Reg. 5.50 **4.49**

41A1. Hand towel. Reg. 3.25, **2.69**

41A2. Washcloth. Reg. 1.10... **.89c**

*Towels at Fst. Landmark, Montgomery Mall, Tyson's Corner and Landover Only.

41B. Save 1.01 to 3.01 on no-iron Kodel® polyester and combed cotton percale sheets in royaltone blue on a bone ground. Twin. Reg. \$9, **6.99**. Double. Reg. \$10, **7.99**. Queen. Reg. \$15, **11.99**. Pillow covers. Reg. \$6, **4.99**.

41C. Save 5.01 to 6.01 on bedspreads* in Twin. Reg. \$35, **29.99**. Double. Reg. \$40, **33.99**. Queen. Reg. \$50, **43.99**. Matching draperies, 48x84", **\$23**

*At Fst. Only.

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there's a sale under-foot

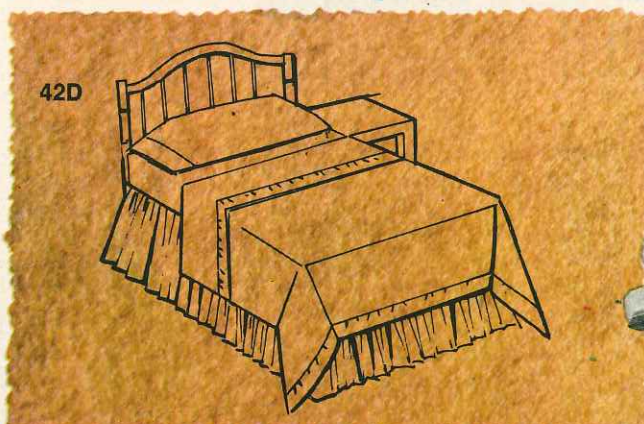
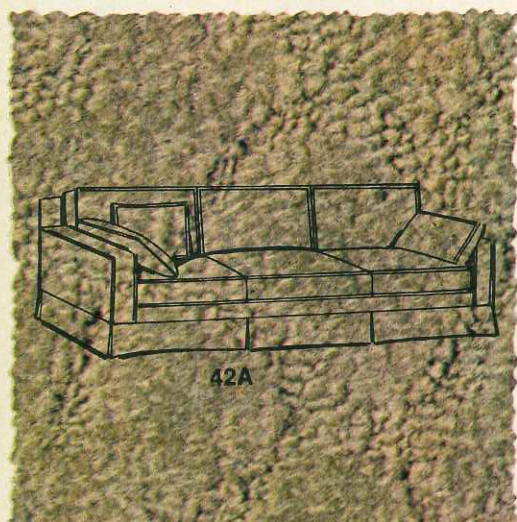
42A. "Selmore"—a traditional rug at contemporary savings. 100% sculptured nylon pile will not "walk out." Soil resistant. Bright colors. 6x9', reg. 49.95, **\$39**. 9x12', reg. 99.95, **\$69**. 12x15', reg. 169.95, **\$129**

42B. "Furkati"—the value is unbeatable. An exciting imitation of that fabulous Greek wool shag "Flokati." In Verel® modacrylic/acrylic pile knitted to a non-skid backing for stability. Machine washable. In pale ivory. 30x50", reg. 29.95, **19.99**. 4x6', reg. 59.95, **39.99**. 6x9', reg. 99.95, **79.99**. 8'3"x11'6", reg. 169.95, **\$119**

42C. "Enticement"—super value on the Hecht co.'s exclusive deep shag rug of Dacron® polyester fiber. Easy to clean; non-allergenic. In decorator colors. 6x9', reg. 59.95, **\$44**. 9x12', reg. 109.95, **\$79**. 12x15', reg. 179.95, **\$144**

42D. "Grandeur"—buy now and save on the Hecht co.'s aristocratic area rug of durable nylon pile. Soil resistant; finished on all 4 sides. In elegant colors. 6x9', reg. 49.95, **\$39**. 9x12', reg. 99.95, **\$69**. 12x15', reg. 169.95, **\$129**

the hecht co.—room-size rugs



the big clean-up

43A. Regina® Duo-Vac—two cleaners in one. Combines the best of both, the power of the canister with the brush 'n beat cleaning ability of an upright. Super 1½-H.P. motor plus rug pile dial to adjust cleaning to any surface. Comes with attachment set. Brush and beater bar give deep cleaning action to lift out ground-in dirt and dust. **99.99***

the hecht co.—vacuums

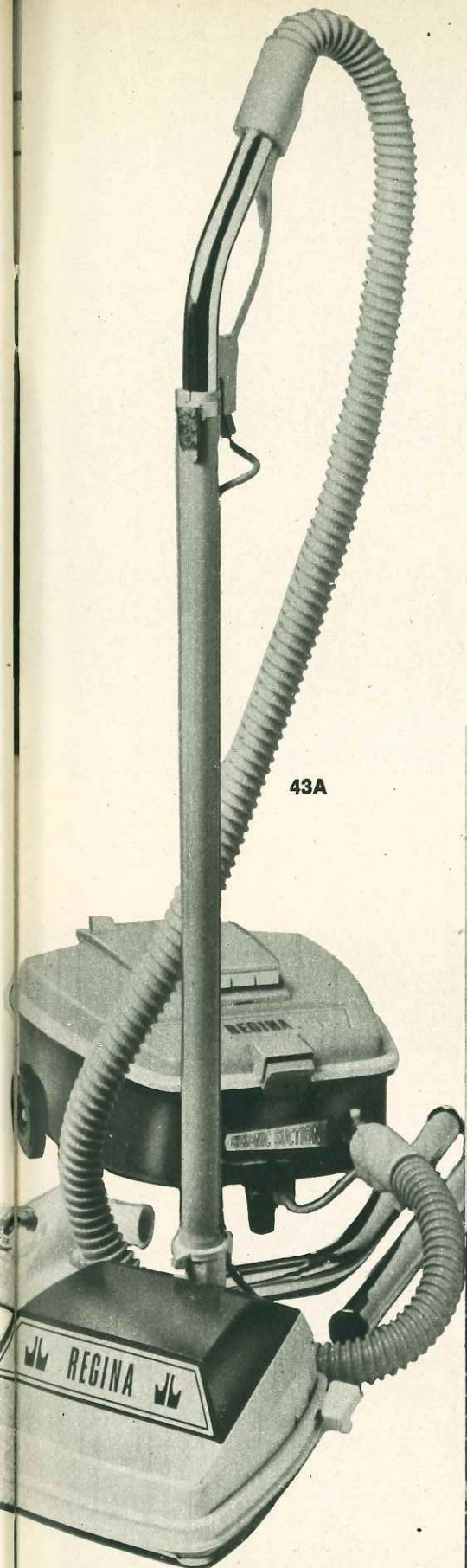
Westinghouse® Perma-Press washer and electric dryer.
43B. Two-speed washer has 5 water temperature settings plus "cool-down" for permanent press clothes. 3 water level settings for light, medium or heavy loads. **199.99***

43C. Automatic dryer features 4 temperature selections, three cycles plus special permanent press cycle, cross vane drying system, clothes come out fluffy and soft. **164.99***

*Pay \$10 monthly: see page 61 for complete credit details.

the hecht co.—appliances

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43A



43B

43C

Herculon® has it! It's soft to the touch ... and long-wearing. Upholstery fabrics of Herculon® olefin fibers literally release stains. Herculon® is truly today's fabric...and Stratford uses it smartly.

44A. Contemporary moods—a new group from Stratford. Loose pillow back sofa and love seat in blue and white plaid team up with a deep tufted, white tweed lounge chair. Sofa, **299.99*** Love seat, **249.99*** Chair, **149.99****

44B. Special purchase! For a limited time only we can offer this Strato-lounger® recliner at a smart saving. Exclusive XP mechanism. Covered in an autumn plaid. (All stores), **139.99***

44C. "Country American" Strato-lounger® recliner. Simulated wood arms and sides, with a fruitwood stain. XP® mechanism—extra comfort positions. In earth tone tweed ... **199.99***

the hecht co.—furniture
all stores except laurel



the hecht co. furniture gallery

Don't be late for our sale on Ridgeway clocks... Save \$50 to \$80.

44D. "Granada"—crafted of oak veneers and solids. 16x10x71".

Reg. \$449 **\$399***

44E. "Lady Norfolk"—crafted in rich cherry veneer. Westminster chimes, silencer. 16x10x72". Reg. \$449, **\$399***

44F. "Martha Washington". Satiny finished cherry veneer and select hardwoods. Westminster chimes, silencer. 18x11x75". Reg. \$579, **\$499***

the hecht co.—grandfather clocks

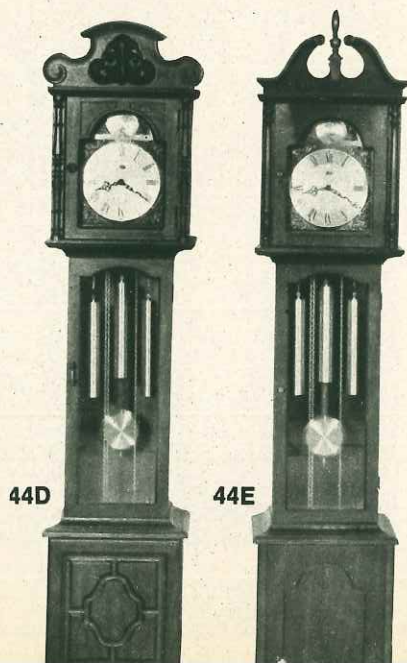
44G. Three-sided curio. Glass shelves, mirrored back. Pecan or gold finish. 24x12x72" **119.99***

44H. Traditional curio. Glass shelves, mirrored back. Fruitwood or white finish. 24x14x72" **199.99***

44J. Buy the 3-piece traditional wall system and save \$36 off individual pieces. 5-shelf bookcase, 2-door bookcase and desk bookcase with light...all in pecan grained wood finish. 30x15x70" each. 3 pieces individually sell for \$435. Now **\$399***.

*Pay \$10 to \$20 monthly: see page 61 for complete credit details.

the hecht co.—occasional furniture





44C



44B

a signature in home design



44H



44J.

Save on dazzlingly contemporary chrome globe lamps by Alsy. Create new moods in your home.

- 46A. Three-arm swinger. 59" h., 35" w.
Reg. \$115 **\$90**
46B. Orbiting floor lamp. 36" swing arm.
Reg. \$64 **\$55**
46C. Sphere stack table lamp. 41" tall, black linen shade, 3-way switch. Reg. \$64 **\$50**
46D. Apothecary lamp. 48" high, 21" wide. Reading plus accent light. Reg. \$64 **\$55**
46E. Arc light. 72" span, 13" diam. dome, black granite-like base. Reg. \$100 **\$75**

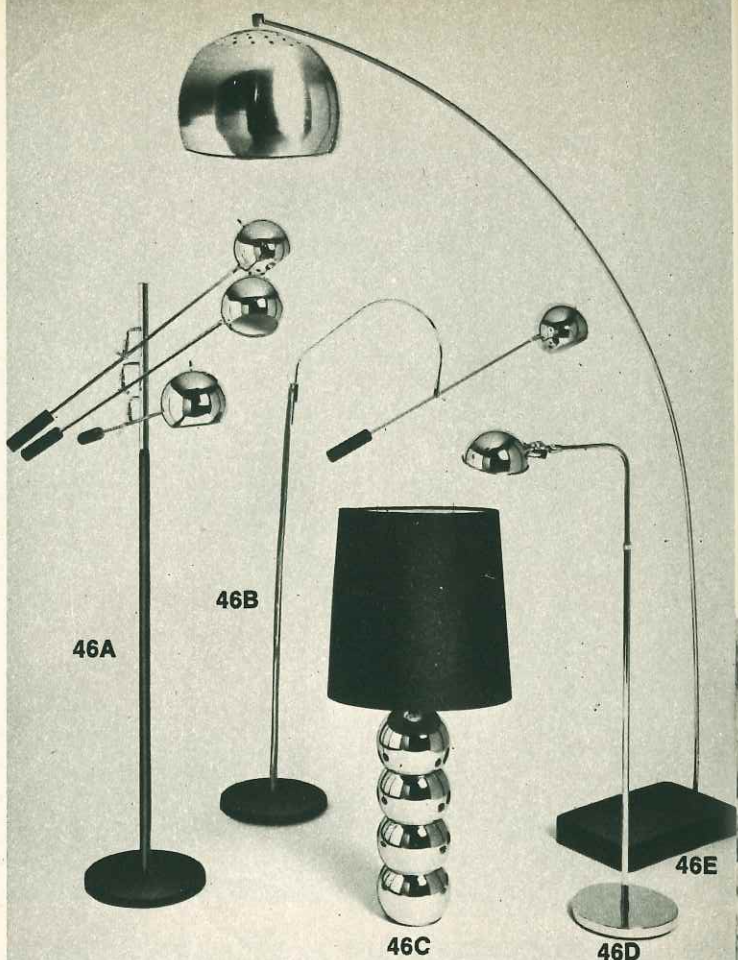
Gleaming chrome plus sparkling tempered glass by James David. Buy now and save \$20.

- 46F. 3-piece bistro set. 30" square table and 2 matching chairs. (Extra chairs, \$30). 3-pc. set, reg. \$140 **\$119.99**
46G. Serving cart. 18x26x30". Reg. \$65 **\$54.99**

Contemporary furniture with function—by James David. On sale at 14% to 25% savings. Gleaming chrome frames combined with the sparkling clarity of tempered glass.

- 46H. 4-shelf étagère. 12x26x68". Reg. \$70, **\$59.99**
46J. Cocktail table. 18x40x15". Reg. \$44 **\$34.99**
46J1. Lamp table. 20x22x22". Reg. \$33 **\$27.99**
46J2. Bunch table. 18x18x15". Reg. \$27 **\$19.99**

the hecht co.—lifestyle, lamps



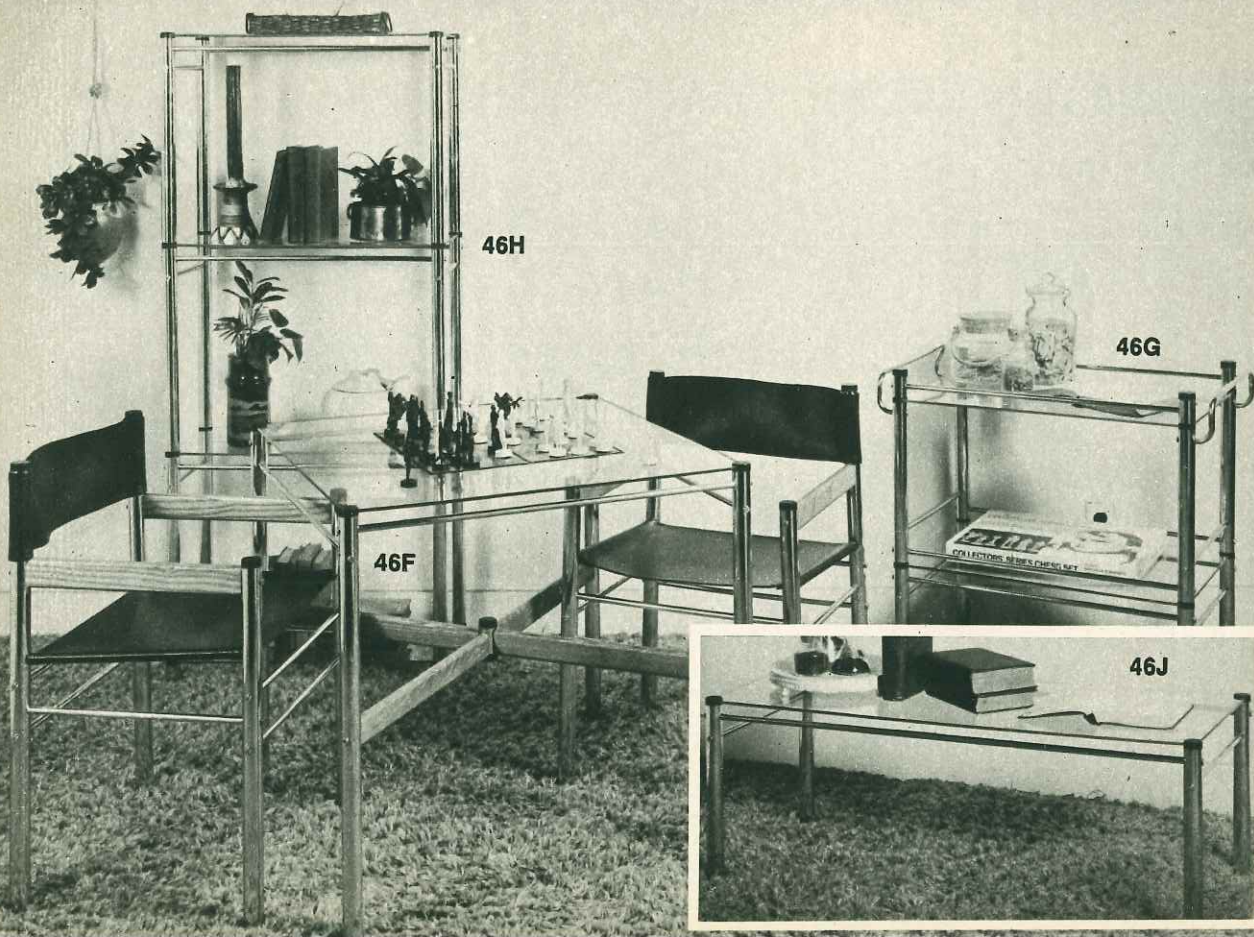
46A

46B

46C

46D

46E



46H

46F

46G

46J

So rich looking—old world Tiffany style lamps by Alsy. Rose-decorated, glass shades.

- 47A. Swag with 12 feet of chain. **\$34.99**
 47B. Mini-lamp, 19" **\$25.99**
 47C. Cluster, 25½" with 2 lights. **\$45.99**

Westwood mini-lamps—each one a treasured "find" to enhance your decor. Choose from 8 styles.

- 47D. Traditional—18" delicate crystal on black base. Vinyl, knife pleated shade **\$40**
 47E. English torchere—19" toned brass with pleated shantung shade. **\$30**
 47F. Peppermill—18" fruitwood with pewter tone; vinyl shade with soutache trim **\$30**
 47G. Delicate—23" antique gold leaf with velvet trimmed, vinyl shade **\$35**
 47H. 17th century French—17" antique brass and imported cut crystal with pleated shade **\$30**
 47J. Graceful—17½" toned brass with crepe on vinyl shade **\$30**
 47K. Oriental—17" metallic gold with tissue shantung shade ... **\$25**
 47L. Classic—15" volcanic glazed with pleated vinyl shade **\$35**

the hecht co.—lamps

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spotlight
 on savings



imari collection 48D



The "Imari" Collection . . . fine porcelain, hand decorated in a century-old design of timeless beauty. So fitting in any decor, any room. Lovely floral and geometric design in tones of blue, beige, green and rust—lavishly trimmed in gold.

48A. 10" vase	\$10	48G. 7½" lotus bowl on stand	\$10
48B. 12½" plate with stand	\$18	48H. Tea set—teapot plus 4 cups	\$18
48B1. 10½" plate with stand	\$10	48H1. Teapot	\$10
48C. 12½" ginger jar	\$18	48J. 8½" bowl on stand	\$18
48D. Hanging planter	\$10	48K. 8" ginger jar	\$10
48E. 12" vase	\$18	48L. 6" covered jar	\$10
48F. Flowerpot with saucer	\$18		

the hecht co.—gifts



Delightful figurines from Mann Imports—a wonderful discovery, and so moderately priced. They'll make a treasured gift or a unique conversation piece for your own home.

Farmer Dell's Kids by Eda are modeled and handcrafted in natural clay, then brightly hand painted and glazed.

49A. "Furry Friends" coll.ea. \$5
 49B. "Little Lynn"ea. \$6
 49C. "Rambling Ronnie"ea. \$6
 49D. "School's Out" coll.ea. \$4

Remember those innocent days with stoneware figurines, each 9" high.

49E. "Garden Capers" coll.ea. \$10
 49F. "Raindrop Kids" coll.ea. \$10
 49G. "Someday Maybe" coll., ea. \$10

Lovely earthenware figurines bring back memories of those wonderful school days.

49H. "School Chums" coll.ea. 3.50
 49J. "School Boy" or "School Girl" collectionseach \$3

the hecht co.—stationery



plasticity

Tomorrow's dinnerware today by Oblique. Functional and stackable for today's modern kitchens. In 4 lovely colors—yellow, white, lime or poppy.

50A. Platter	2.95
50B. 1½-qt. mixing bowl	1.95
50C. 3-qt. mixing bowl	2.95
50D. 5-qt. mixing bowl	3.95
50E. Mug	1
50F. Soup plate	1.25
50G. Dinner plate	1.50
50H. Salad plate	1.25
50J. Serving bowl	1.95
50K. 16-oz. tumbler	1

50L. Plant stepladder, an unusual showcase for plants or art objects. 27" high\$25

Sparkling clear Lucite® by Shiny. Contemporary, multi-purpose furnishings that are so functional and so much fun.

50M. Milk carton	5
50N. Cookbook holder	5
50P. 12x16" cutting board	5
50P1. 8x11" cutting board	3
50Q. Work counter	10
50R. Paper towel holder	10
50S. Knife rack	10

the hecht co.—housewares



50L



50N

50R.

50S

50P

50Q

50M

50



space age kitchen rage

the Hecht co.
WE'RE CLOSE TO YOU.

51A. It's great! Farberware's® new Turbo Oven* cooks a complete meal in a wink. Roasts, vegetables and potatoes—you name it. Boasts counter-top convenience in space saving size. "Stay clean" action, removable door, rack, drip pan. Bake, broil or roast—uniform heat provides perfect cooking. Automatic timer, "on" light, infinite heat control from 150-450 degrees. Uses less electricity and is more convenient than your average large oven. Runs on 120 V. 1500 watts **149.99****

*Patents pending for the oven sold under this Farberware® trademark.

**Pay \$10 monthly: see page 61 for complete credit details.

the hecht co.—small electrics

limited time offer

whitewalls

52A. Falcon Imperial polyester or glass-belted tire. 78 series profile;

Sizes: F78-14, G78-14, G78-15, H78-14, H78-15, L78-15. Polyester ..\$28*
Glass-belted\$31*

*Plus 1.81 to 3.31 Fed. Excise Tax & trade-in tire.

52B. Falcon foreign and compact tire. Rugged, nylon cord and full depth siping. Sizes: 5.60-15, 6.00-15, 6.00-13, 6.00-12, 5.60-14\$18*

Sizes: A78-13, B78-13. \$20*

*Plus 1.45 to 2.22 Fed. Excise Tax & trade-in tire.

52C. Sports radial. Metric sizes: 155R13, 165R13, 175R13, 165R14, 155R15, 165R15. Whitewalls. \$30*

52D. Falcon long mileage steel radial—7-ply. Whitewalls. Sizes: ER70-14, FR70-14, GR70-14, GR70-15, HR70-14, HR70-15 ..\$46*
JR70-15, LR70-15 ..\$50*

*Plus 1.61 to 3.52 Fed. Excise Tax & trade-in tire.

the hecht co.—tire center

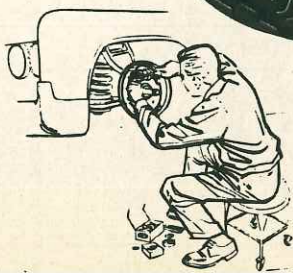


SERVICE SPECIALS, YOUR CHOICE

52E. Brake overhaul (disc or drum-type). Disc: install disc brake pads both front wheels; re-surface rotors; inspect rotor, caliper and hoses; inspect rear brakes, master cylinder; bleed, flush and re-fill hydraulic system; road test. Drum: install linings on all 4 wheels; rebuild wheel CYLINDERS; turn 4 drums; inspect brake system.

52F. Heavy-duty shocks installed, lifetime guarantee—if they fail, they will be replaced to original owner-purchaser for installation charge only.

52G. New upper or lower ball joints replacement. Check front end alignment, replace loose or worn joints, courtesy car check, a good Spring tip. Service special for most American cars\$45



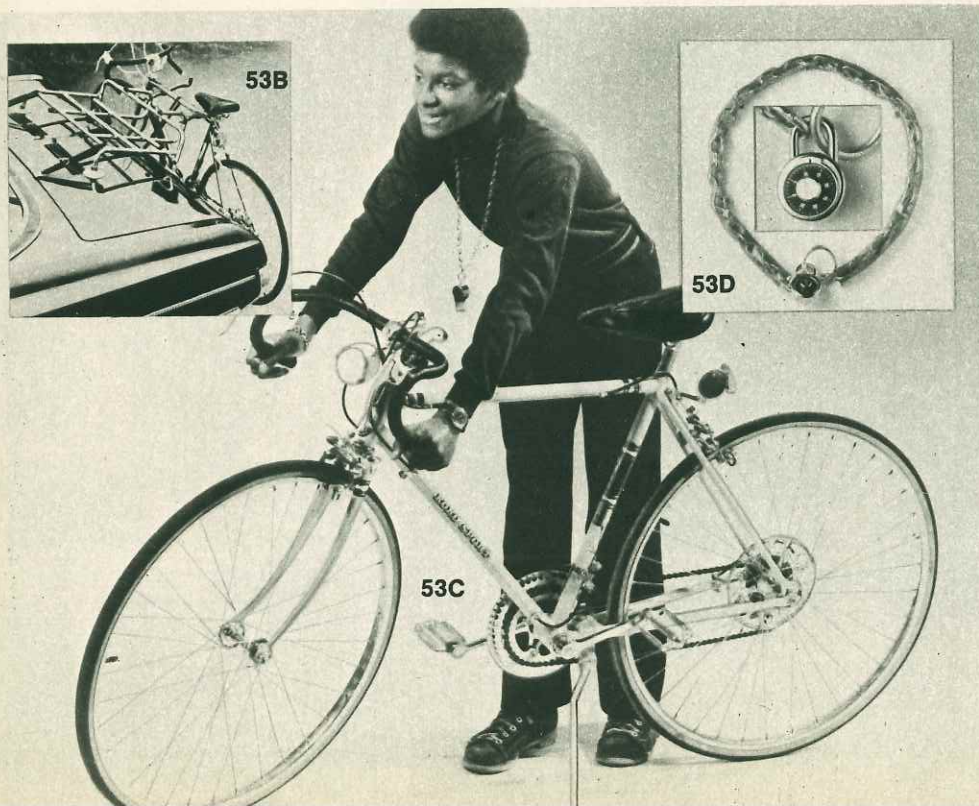
the Hecht co
WE'RE CLOSE TO YOU.



53A. Have your present kitchen cabinets restyled for just a fraction of the cost of new cabinets. The Hecht co. will restyle your kitchen by replacing your old doors and drawer fronts, installing new hardware and refinishing all exposed areas...and all this is done with little fuss...new fronts go right over existing framework. The result is a permanent and new look for your kitchen. A gourmet's delight. Be sure to ask about our custom made countertops and stainless steel sinks. Call today or any day. Operators on duty 24 hours, 7 days a week. 340-1550 or 340-1551.

the hecht co.—Downtown, Parkington, Tyson's Corner, Landmark, Montgomery Mall

a new look—a new sport



53B. Lug-A-Bike—carries 2 bikes or use as luggage rack. Chrome-plated steel with mar-proof fittings, security straps **17.99**

53C. 10 speeds, plus "eagle" derailleur, stem shifters, big 27" wheels with gum wall tires, center pull brakes, racing-type handlebars, racing-type saddle, rattrap pedals with reflectors, kickstand and full 21" frame. **79.99**

53D. Bicycle chain lock. 4' of vinyl covered, 9/32" case-hardened links. Tank steel lock case with anti-code spring **12.95**

the hecht co.—sporting goods

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54A



54A. Save 4.99. Tonecrest cassette tape recorder with mike, battery. Rotary control for forward, rewind, stop. Automatic level control. Slide out handle. Black/chrome. Reg. 24.99... **\$20**

54B. Save 4.99. AM/FM deluxe digital clock radio by Tonecrest. Features 60-minute sleep switch, 10-minute doze control. In handsome walnut grain cabinet complete with earphone. Reg. 39.99 **\$35**

54B



entertaining
sounds and
savings

54C



The beauty of butcher block done here the practical way—laminated plastic surfaces that are so easy to clean. And, they resist mars or stains! Their natural beauty can't be beat.

55A. 3-units by Casard. Bookcase, **69.99**, sliding door, **79.99**, drop-leaf desk, **89.99**. Each unit measures 30x12x72".

55B. Cocktail table from Kay Dee. 50x20x15" **49.99**

55C. Lamp table by Kay Dee. 27x21x21" **39.99**

55D. Bunch table from Kay Dee. 20x20x15" **29.99**

55E. Save 30.01 on classic Bentwood rocker—imported from Spain. Cane seat and back. Walnut. Reg. \$130. **99.99**

the hecht co.—lifestyle

the Hecht co.
WE'RE CLOSE TO YOU.

54C. Electroponic® compact stereo music system. Features AM/FM multiplex stereo radio; BSR 4-speed turntable with stylus, cartridge, lightweight tone arm and dustcover; 8-track tape player with automatic or manual selection. Twin air suspension speakers, each with woofer and tweeter. Receiver/amplifier has 60 watts of instant peak power. A true listening treat **149.95***

*Pay \$10 monthly; see page 61 for complete credit details.

the hecht co.—stereos, radios

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a perfectly natural

lifestyle

55A

55C

55E

55B

55D



special spring sale!

on elegant window decor

Aristocrat draperies by Kenneth—the perfect way to color your windows in elegance...and accent your decor.

56A.* "High Sierra" open weave, imported casement draperies never sag and never need ironing. Weighted corners, 5" hems. Champagne, lime, gold or pumpkin.
 48x90". Reg. 23.99.....pr. **19.99**
 96x90". Reg. 52.99.....pr. **45.99**
 144x90". Reg. 81.99.....pr. **69.99**

57A. Never-Fade Coloray† antique satin draw draperies. Wide bottom hems, weighted corners. Choose from an array of colors.

48x63". Reg. 10.99pr. **8.99**
 48x90". Reg. 13.99pr. **11.99**
 48x95". Reg. 15.99pr. **12.99**
 96x63". Reg. 27.99pr. **23.99**
 96x90". Reg. 32.99pr. **27.99**
 96x95". Reg. 36.99pr. **30.99**
 144x90". Reg. 52.99pr. **45.99**
 144x95". Reg. 58.99pr. **50.99**
 Venetian Valance.
 Reg. 10.99ea. **8.99**

57B. Sunburst sheer voile tailored curtains of polyester. Washable and no-iron. White, beige, gold, green, blue.
 90x63". Reg. 10.99.....pr. **8.99**
 90x90". Reg. 13.99.....pr. **11.99**

57C.* Velvet Venetian valances in red, blue, green and gold.
 40x14"**17.04**
 93x14"**36.09**
 146x14"**52.84**

57D. French seamless sheer panels of Tergal® polyester. Hand washable. 12" bottom hem, 1" tuck pleat. In shimmering white, champagne, gold, fuchsia, orange, blue, green, lilac.
 47x90". Reg. 11.49.....panel **9.99**
 60x90". Reg. 15.49.....panel **13.99**
 118x90". Reg. 33.99.....panel **29.99**

57E.* "Look of Silk" heavy lined draperies in vibrant white, gold, fuchsia, blue and green. Of Never-Fade Coloray*.
 48x90". Reg. 23.99.....pr. **19.99**
 96x90". Reg. \$54.....pr. **47.99**
 144x90". Reg. 84.99.....pr. **72.99**

57F. "Cabaret"—sun resistant solution-dyed draperies in an array of fashion colors. They'll keep your room warm in winter, cool in summer. Never fade thanks to built-in protection.

48x90". Comp. 23.25pr. **19.76**
 96x90". Comp. \$52pr. **44.20**
 144x90". Comp. \$81pr. **68.85**

the hecht co.—fashion draperies

*Not all colors and sizes in all stores.
 †Registered trademark of Courtaulds North America Inc.

the Hecht co
 WE'RE CLOSE TO YOU.







58A

58B

Photographed at the
Presidential Towers

58A. Homcrest 6-piece set. Glider (removable pads), 2 rockers, 2 end tables, cocktail table.
Reg. 243.96 Special **\$199***
*Pay \$13 monthly; see page 61 for complete credit details.

58B. Save 25.01 on Homcrest's 5-piece umbrella set.
42" round, mesh top table: 4 chairs, green floral cushions.
Reg. \$120 **94.99**

58C. Structo 24" hooded grill. Large storage tray. Wheels for mobility **19.99**

58D. Webber outdoor covered cooker—the economy of an oven with the "taste" of a barbeque. Porcelain finish **62.95**

58E. Great American hibachi by Structo. 4 cooking levels, 2 draft controls. 29x19¼x12½" **13.95**

58F. Electric Char-B-Que®—permanent, self-cleaning lava rock briquets—barbeque flavor without the mess. Rustproof, portable. 22½x14x10½". 19 lbs. **59.95**
Redwood cart with casters **18.95**



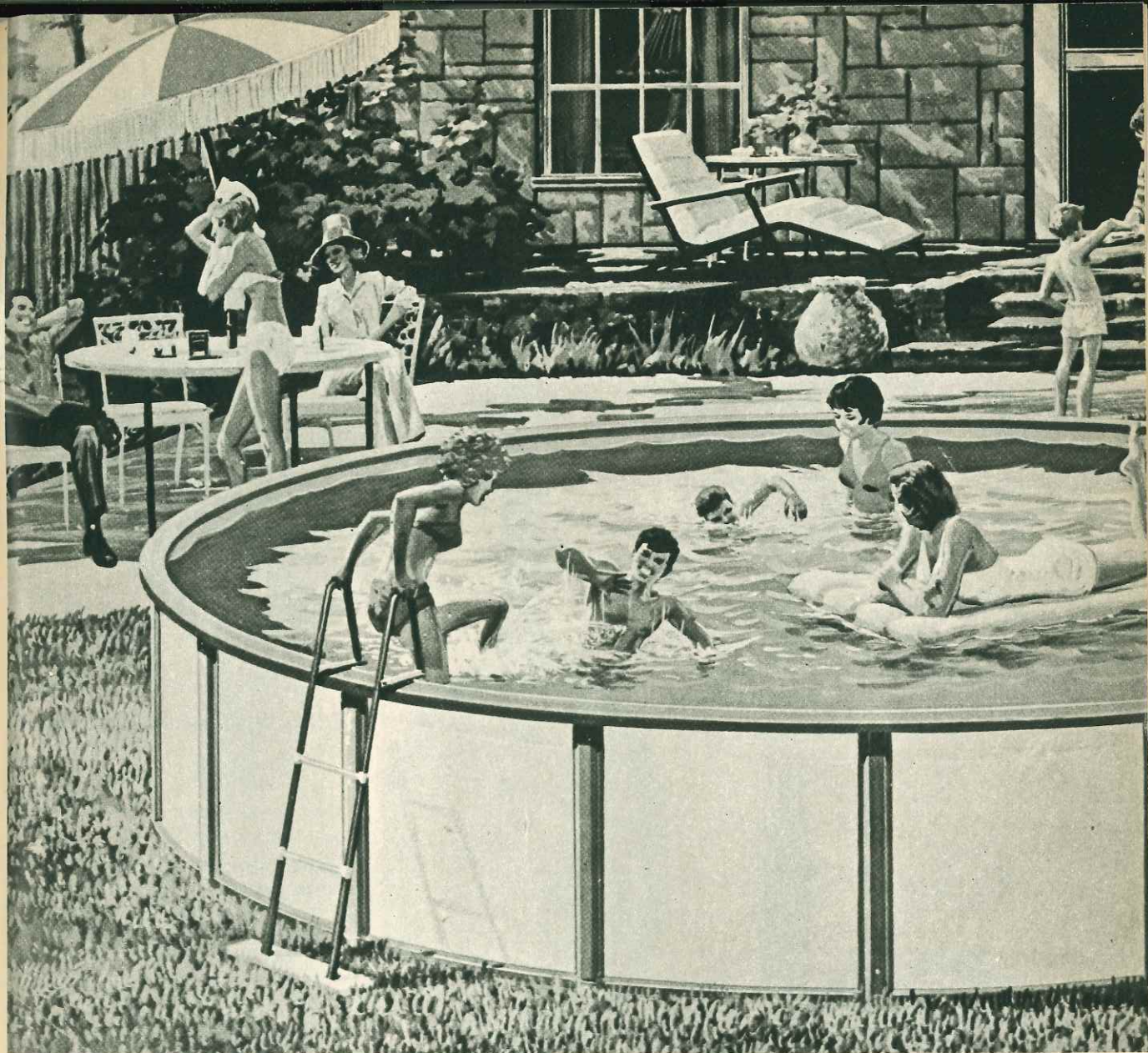
58C

58D



58E

58F



your family takes to the outdoors

59A. "The Swinger" from Oceanic. Super time to save on a complete pool package. Includes exclusive "Lock-Beam" frame for exceptional strength. All steel parts are galvanized with Life-Kote® bonding and double-coated with baked enamel to resist corrosion. Durable, corrosion resistant steel wall... colorfully painted. Heavy-duty gauge, winterized Bakelite Krene vinyl liner from Union Carbide has electronically welded seams. Resists sub-freezing temperatures. Made germ resistant and algae retardant with Micro-Guard® finish. Ladder and top quality filter included.

15' dia. x 48" deep, 5300-gal. pool. Reg. 399.99 . . . **349.99***
 18' dia. x 48" deep, 7630-gal. pool. Reg. 499.99 . . . **449.99***

59B. Months of fun—all-wood frontier play cabin for the kids. Has genuine bark slab sides. 4x5x5'. Comes in easy-to-mount sections. Reg. 59.99 . . . **49.99** All-wood floor. **12.99**

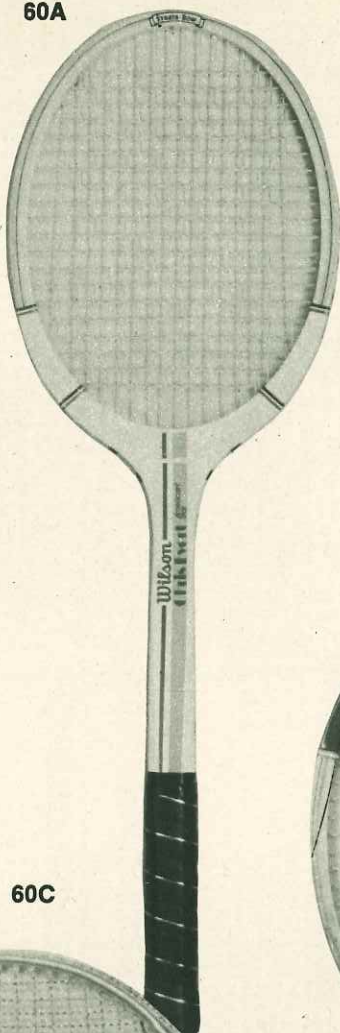
*Pay \$18 to \$23 monthly; see page 61 for complete credit details.

the hecht co.—toys

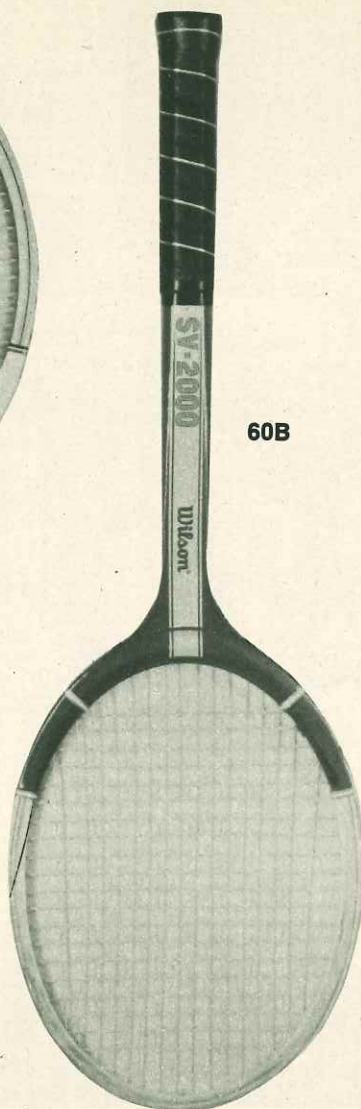


swings into savings

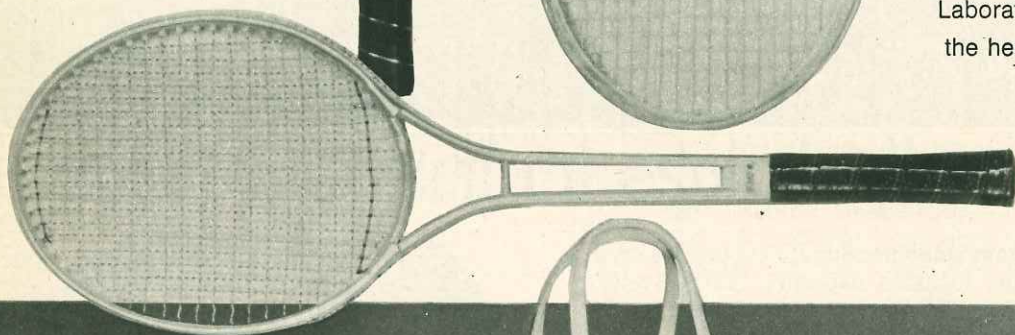
60A



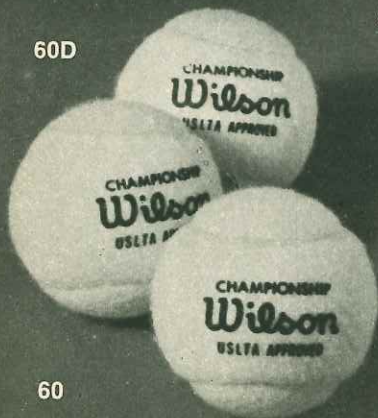
60B



60C



60D



60E



60F



60G



Save \$3 on the Wilson racket of your choice. Both are of fine wood with high quality nylon strings. Balanced to improve your game, set after set.

60A. Chris Evert American Star. Reg. 12.99 **9.99**

60B. SV-2000. Reg. 12.99 .. **9.99**

60C. Save \$7 on Tempo aluminum tennis racket. High tensile construction with welded throat and support. Fine leather grip. High quality nylon strings. Pro balance. Sizes: 4 $\frac{3}{8}$ L, 4 $\frac{1}{2}$ M, 4 $\frac{5}{8}$ M. Reg. 19.99 **12.99**

60D. Save 20% on Wilson Championship tennis balls. White or yellow. Limited supply, so order early.

Reg. 2.99 can of 3 **2.39**

60E. Ladies' tennis tote in zingy white, red and blue. Carries two rackets plus zipper compartment. Of expanded vinyl. . **12.50**

60F. Men's deluxe tennis bag in sienna brown. Holds 2 rackets plus 2 zipper compartments. Made of leather-like expanded vinyl. Reinforced handle and shoulder strap **\$15**

60G. "Bouncer" tennis ball pressurizer. Keeps ball fresh, restores pressure to used tennis balls. Release valve mechanism. Laboratory tested **.5.95**

the hecht co.—sporting goods

set the screen

in color

62A

62A. Philco 16" diagonal portable color TV. Quality-engineered to delight one and all for hours. Solid state cosmetic color circuitry, solid state VHF/UHF tuning system, solid state signal system, solid state automatic picture pilot. Automatic memory-matic pre-set VHF fine tuning. Just set once for each VHF channel and forget it—it remembers automatically to give you the same quality picture. Dipole telescopic antenna. Dependable service year after year. Great value **\$268***
 62B. Stand sold separately **12.95**

Simulated TV picture

*Pay \$14 monthly: see page 61 for complete credit details.

the hecht co.—televisions

62B



serta spring specials



63A



63B

63A. Famous Serta Posture de Luxe mattress or matching box spring now at a surprisingly economical price. Floral print covered mattress is quilted-to-foam ... with hundreds of tough steel coils for sturdy support and long service. Prebuilt borders help prevent edge sagging. Easy-grip handles for turning convenience.

size **now**
Twin mattress, box spring **ea. 49.99**
Full mattress, box spring **ea. 59.99**
Queen, 60x80", 2-pc. set **169.99***
King, 76x80", 3-pc. set **239.99***

63B. All foam twin studio couch at sale savings. Easily converts from sofa to comfortable double bed or pair of twin beds. Comfortable 100% foam mattress. Steel frame. Handsome gold finish ball casters for easy mobility. Covered in stain resistant Herculon® fabric in olive or gold tone.

Comp. value 159.95 **sale \$129***

*Pay \$10 to \$12 monthly: see page 61 for complete credit details.

the hecht co.—bedding

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Decorion®—the comfortable furniture for budget-conscious individuals. Durable plastic combines with easy-to-clean vinyl. Light enough to rearrange constantly to your moods. Available in contemporary black or yellow (unless otherwise specified).

- 64A. Donut chair, sit in style\$75
64B. Cocktail table24.99
64C. 3-piece sofa...easy to assemble, light enough to carry home99.99
64D. Occasional table19.99

- 64E. Lounge chair39.99
64F. Cushioned ottoman to give your feet a rest, 24.99
64G. 5-shelf étagère highlights your treasures... 69.99
64H. Pedestal armchair\$95
64J. Bean bag chair in black, white, yellow or caramel, 29.99
64K. Game table and chairs...ready for a swinging time. Table, 69.99. Upholstered side chair, 39.99
64K1. Tub chair available in rust or chocolate....\$95

the hecht co.—lifestyle

Downtown Washington, D.C.—Parkington, Landmark, Tyson's Corner in Virginia—Silver Spring,
Prince Georges Plaza, Marlow Heights, Laurel, Montgomery Mall, Landover in Maryland.